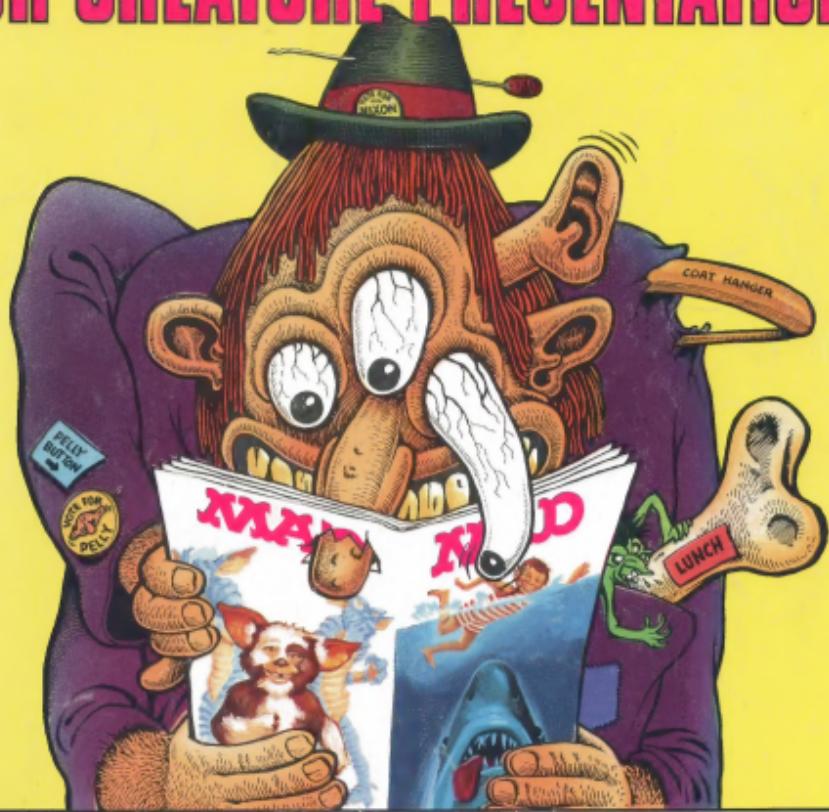


Super
Special
Fall
1990
\$3.50
Cheap!

MAD

IND.

OUR CREATURE PRESENTATION



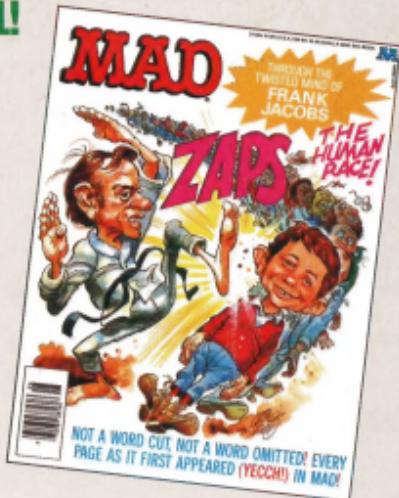
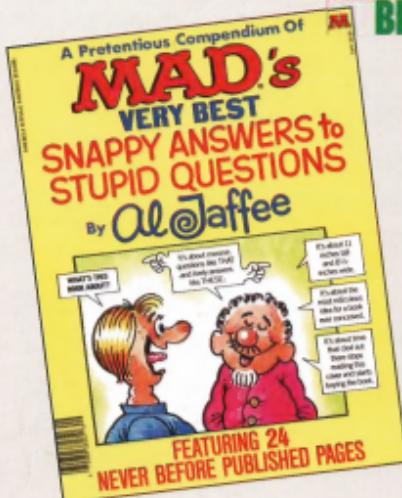
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MAD'S CREATURE PRESENTATION SUPER SPECIAL NUMBER SEVENTY-TWO F A L L 1 9 9 0

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the usual gang of idiots

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DOORS AND WINDOWS!! (AND LOCK
THIS MAGAZINE IN WITH YOU)
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IS NOW ON THE LOOSE!!

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FISH SCHTICK DEPT.

LAST YEAR
... IT WAS
JENNIFER
BEALS ON
LAND! THIS
YEAR...
IT'S DARYL
HANNAH UNDER
WATER IN ...

Splash

Gee, I'm sorry, Mr. McGill! There was some bad weather up-state, and all I've got is one hundred cases of crushed, rotten, slimy cherries at twenty-six cents a pound...!

Are you **CRAZY**, Bowser!! Have you gone **Bocci** balls? What would I want with one hundred cases of crushed, rotten, slimy cherries...???

Okay... then how about **TWO HUNDRED** cases at **SIXTEEN** cents a pound!!!?

DEAL!! I can pass them off to my customers as "slightly irregular" plums!

That's **Alvin Bowser**, the most likeable, charming, vulnerable young man this crazy Fruit and Vegetable Industry has seen since **The Jolly Green Giant**!!

A **Fruit and Vegetable Man**, eh? Well... I see the **FRUIT**, but I don't see a single **vegetable**!

Oh, no!!! Well, there's one now!! Alvin's brother, **Ferdie**!



dance



Hey, I'm PUBLISHED!
They printed my letter
in "Penthouse"! Here,
Alvin! Read it!

Not now, Ferdie! I'm
busy with a customer!

But it's great
publicity! I
plugged our pro-
duce business!

Our produce
business?? How?

It was the high-
light of my let-
ter! I mentioned
the week-end I
spent in a motel
with a crate of
CASABA MELONS!

Ferdie!
What
in heck
are you
doing??

Making a
dull wedding
a little
LESS DULL!

You've been looking up
girl's dresses since
you were a little boy!
You haven't changed!!

Yeah! and
thank God,
neither
have the
GIRLS!!



WRITER: ARNIE KOGAN

ARTIST: MORT DRUCKER

Come on!! You're
gonna get caught!

No chance! These days, they
think I'm **BREAK DANCING!**



What's
the
matter,
Alvin?
Are you
depressed?

Me!! Nahhhh!
I always
bury my face
in a bowl of
pretzels!!

Hey...
cheer up!
I got us
**TWO
BIMBOS!!**

I know!
I SAW
your
bimbos,
Ferdie!

So... ??
So
THAT'S
why I'm
depressed!!





Hmmmm...!
I wonder
who she IS?!

I wonder
where she
LIVES?!

I wonder why my lips
suddenly taste like
I kissed a HERRING!?



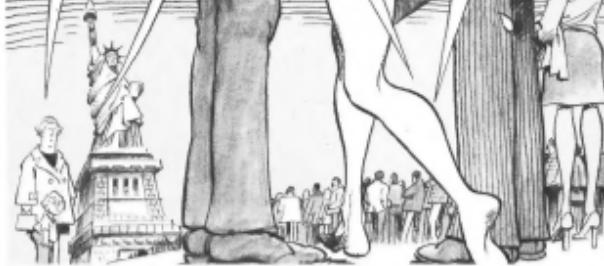
Can you
BELIEVE
this
SCENE
... in a
DISNEY
MOVIE?!!

Hollywood is
always looking
for a NEW FACE
... among OTHER
THINGS... and
I think they
just found one!

That's AMAZING ... !!
Absolutely AMAZING!!

What? That a lady can
suddenly materialize
at the Statue of Lib-
erty ... totally nude?

No... that she
can walk through
a crowd of New
Yorkers ... and
nobody ripped
off her valuable
gold necklace!!



Okay, lady... we're pulling you in!

I dunno what country you come from,
but the Statue says, "Give me your
TIRED and your POOR!" It don't
say nuthin' about your STARK NAKED!

You KNOW
this kook,
Mister ... ?

Uh... yeah!
Sort of... !

Well, get her
out of here!
She's a lousy
trouble-maker!

What'd she do?

She shows up at the Statue
of Liberty ... lookin' like
Lady Godiva! It took twenty-
six cops to arrest her!

What?!? TWENTY SIX COPS?!!

Hey, when a naked
lady who looks
like HER has to
be arrested, we
suddenly get a
lot of volunteers!



This girl's unbelievable!
She doesn't talk...! And
all she ever wants to do
is kiss... and make love!!

Funny ... I've nev-
er seen a chick so
AT HOME on a
WATER BED ... !!



I've misplaced my
girl friend! Have
you seen a gorgeous
blonde who doesn't
talk ... who's inno-
cent, unspoiled and
sex-crazed ... who's
every man's fantasy?

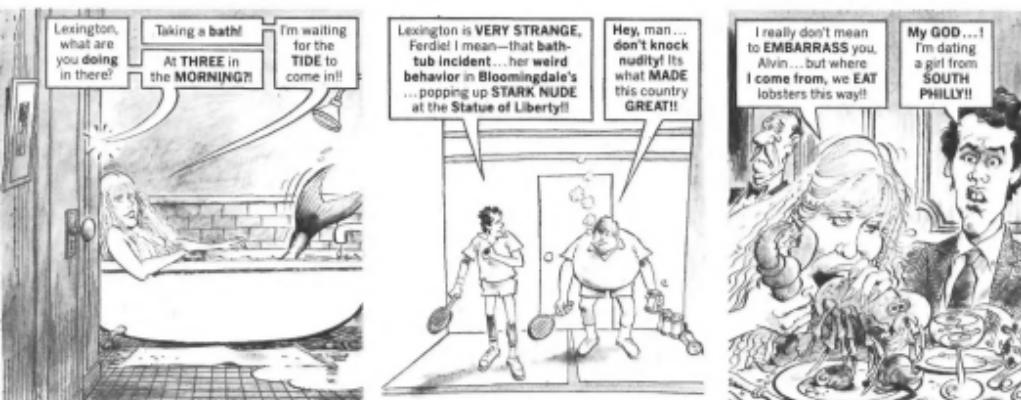
Sure! Over
there! She
has your
credit card!
She's been
on a spend-
ing spree!

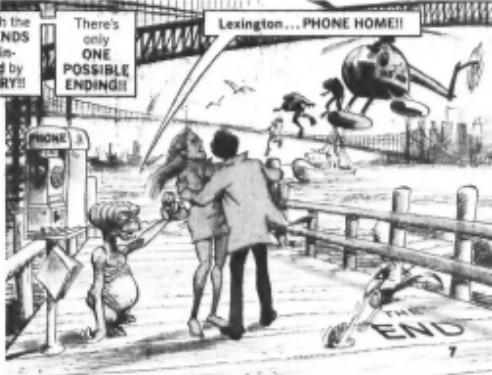
She's run
up charges
of well over
\$7000!

Suddenly my fantasy
girl is turning
into a New York
housewife!

More than you know!
She's ALSO been star-
ting at TV
for seven
hours straight!







What's the newest thing on the science front? White bread...? Boy, are you out of touch! No, it's the "Voice Synthesizer," a miniature computer chip that "talks." So far, we already have clocks that "speak" the time,

WHAT IT WILL BE LIKE WH

ARTIST: PAUL COKER



and autos that "tell" when something is about to go wrong mechanically. How long will it be before just about everything has a voice? Oh, just about the time it will take you to read this article which we've titled:

IN EVERY DEVICE "TALKS"

WRITER: DICK DE BARTOLO



OUT OF THE FRYING PAN AND INTO THE IRE DEPT.

WE WON'T MISS TH

WE WON'T MISS THOSE ELEVATOR OPERATORS...OR WILL WE?!?



WE WON'T MISS THOSE BANK TELLERS



WE WON'T MISS THOSE GYM INSTRUCTORS...OR WILL WE?!?



WE WON'T MISS THOSE SALESLADIES



EM...OR WILL WE?!?

WRITER AND ARTIST: PAUL PETER FORGES

...OR WILL WE?!?

CASH-O-MATIC



WE WON'T MISS THOSE
SWITCHBOARD OPERATORS ...OR WILL WE?!?



...OR WILL WE?!?

WE WON'T MISS THOSE
SHOE SHINE BOYS ...OR WILL WE?!?



WE WON'T MISS THOSE HEADWAITERS ...OR WILL WE?!

Uh... there will be a 45 minute wait for a table...!



Sorry, Palf! I forgot to order extra chili sauce!



WE WON'T MISS THOSE TOLL COLLECTORS ...OR WILL WE?!



Do you have change of a twenty dollar bill...???



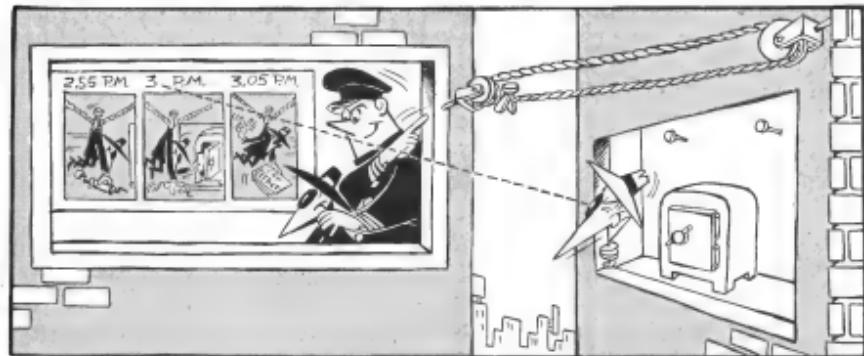
WE WON'T MISS THOSE GAS STATION ATTENDANTS ...OR WILL WE?!

Yuh want your windows cleaned, Mister...?



Hey!! Will ya turn on the pump, I'm cryin' out—





There's an old joke which asks: What are the three biggest lies in America today? And the punchline goes something like: 1) The check is in the mail!, 2) I'll get back to you on Monday!, and 3)...well...the third lie is so filthy, disgusting and depraved we couldn't possibly type it and then use

MAD'S LIST OF R "THE THREE BIGGES"

On any paint can label...



In any late-night TV commercial...



At any fender-bender accident...



In any classified ad section...



On any record album...



From any Pentagon official...



On any delicatessen wall...



At any movie ticket booth...



In any automatic elevator...



the same hands to touch those we love and respect. You'll just have to ask your father what it is. (Don't ask your mother!) Anyway, the point is: it's an old joke. And since it's been written, society has come up with a lot more blatant lies that it uses every day. "Like what?" you ask. Well, here is...

UNNERS-UP FOR LIES IN AMERICA"

ARTIST: HARRY NORTH

WRITER: JOHN FICARRA

In any supermarket...



On any garment...



In any Hollywood Chapel...



On any pair of socks or gloves...



In any compact car brochure...



In any ad for a tacky nick-nack...



On the shipping carton of anything that needs to be put together...



On any hiring office wall...



On the cover of a certain unnamed so-called humor magazine...



MAD'S X-RATED CELEBRITY TRIVIA QUIZ

Fill In The Blanks. Answers Below.

- Despite his fame as a lover, Burt Reynolds suffers from premature _____.
- On their wedding night, Prince Charles and Lady Diana _____ seven times.
- Everybody knows that Bette Midler's _____ are not as large as Dolly Parton's.
- If Gloria Steinem had her way, convicted rapists would have their _____ cut off.
- Most people think Warren Beatty is a _____ maniac, but the truth is he doesn't _____ more than once a month.
- Henry Kissinger loved to _____ all the Hollywood stars lets he used to go out with before he was married.
- Although Truman Capote frankly confesses to being one, Gore Vidal has never openly admitted he's a _____.
- Brooke Shields still winces when she thinks of all the men leering at that nude baby picture of her in the bathtub with her _____ sticking out of the water.
- Despite her libel suit victory over *The National Enquirer*, which called her a lush, Carol Burnett actually is a confirmed _____ who attends _____ meetings.
- Nancy Reagan likes to have _____ with the President at least once a week.
- While in the Navy during World War II, Don Rickles got a case of _____ from a Hawaiian girl.
- It was a well-publicized fact that ex-President Jimmy Carter developed hemorrhoids in his _____.
- Insiders agree that Milton Berle has the biggest _____ in Show Business.
- Lenny Bruce was the first to admit on stage that eating beans made him _____ all night long.
- Intimates swear that Robert Redford is a closet _____.

If you came up with any other answers than these, you've got an X-RATED mind! 1. baldness 2. danced 3. film grosses 4. paroles 5. health, exercise 6. impress 7. mystery story lover 8. rubber duck 9. parent, PTA 10. tea 11. champagne 12. term of office 13. ego 14. nauseous 15. re-arranger



MAD has always been known as a cynical rag that loves to take pot shots at famous personalities, hallowed institutions and momentous events. And we're proud to have earned our lofty reputation as the Number One Groin-Kicker of the magazine field. But we don't like being regarded as mere *negative thinkers* who cannot see the forest for the sleaze. So, much as it hurts, MAD now puts on a *positive* face to cry:

AIN'T IT GREAT!!

WRITER: TOM KOCH

ARTIST: GEORGE WOODBRIDGE

AIN'T IT GREAT...



...that we enjoyed 30 glorious years of killing bugs with chemicals before enough of the poison accumulated to kill people too?

AIN'T IT GREAT...



...that when you're rich enough, you can afford to buy a belt buckle that bears the initials of some famous fashion designer instead of your own!

AIN'T IT GREAT...



...that the Iranians are willing to sell us their oil again, just as if nothing ever happened!

AIN'T IT GREAT...



...that UPC code pricing has brought new excitement to shopping by preventing us from learning how much we've spent until we reach the supermarket check-out counter!

AIN'T IT GREAT...



...that we live in a land of opportunity... where Brooke Shields can become more rich and famous than actresses who possess real talent!

AIN'T IT GREAT...



...that Medical Science has extended our lifespan to the point where we can now expect to live for 10 more years after we enter an expensive nursing home!

AIN'T IT GREAT...



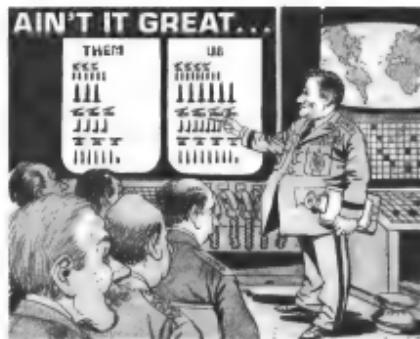
...that we don't have to worry about who wins those civil wars in Central America because the leaders of all factions are equally rotten!

AIN'T IT GREAT...



...that we live in an open society where any middle-aged housewife appearing on television can feel free to talk about her "hemorrhoids"!

AIN'T IT GREAT...



...that we now have enough nuclear weapons to destroy everything in Russia three times, and they only have enough to do it to us twice?

AIN'T IT GREAT...



...that Police Departments have been so computerized, they can now arrest the wrong person within hours after a crime is committed!

AIN'T IT GREAT...



...that the politicians have patched up the Social Security System so it won't go broke for at least another eight months!

AIN'T IT GREAT...



...that the development of low nicotine cigarettes has made it possible for smokers to climb flights of stairs without gasping until they're almost twenty years old!

AIN'T IT GREAT...



...that the 1983 stock market boom gave everyone a chance to profit, except those who had to sell their stocks after they lost their jobs in 1982!

AIN'T IT GREAT...



...that Olympics are held every four years, giving terrorists from all over the world a chance to meet and renew old acquaintances!

AIN'T IT GREAT...



...that Billy Martin and George Steinbrenner got back together again, thereby confining all of baseball's childish tantrums to one team!

AIN'T IT GREAT...



...that today's amazing plastics have permitted us to litter our landscape with trash that will never burn, dissolve or rust away!



HOW MANY MISTAKES CAN YOU FIND IN THIS PICTURE OF A FAST FOOD RESTAURANT?

ANSWERS



1. The teenagers are all chewing their food with their mouths closed.
2. The cheese for the cheeseburgers is made from natural ingredients, including milk.
3. The fish fillet sandwiches taste better than the styrofoam boxes they come in.
4. The iced drink has more drink in it than ice.
5. The young man is resisting the temptation to stomp on the packet of mustard that someone has dropped on the ground.
6. The boy with the magic marker is writing on the note pad, not on the table.
7. The teenage employees are earning more than the minimum wage.
8. The plastic lids actually fit the cups, and prevent spilling and scalding.
9. The employee leaving the washroom actually washed his hands after using it.
10. The person parked in the "Handicapped" section is really handicapped.
11. There are no swarms of bees or flies hovering around the garbage cans.
12. The "Quarter-Pounder" actually weighs a quarter of a pound after it is cooked.
13. Old, stale, cold, unsold food is being replaced with freshly-cooked new food.
14. The customer is being asked if he wants his burger rare, medium or well-done.
15. One man has actually won the fast-food restaurant's "Sweepstakes."
16. There are no bird droppings splattered on the outdoor patio tables.
17. The teenager is not tampering with the saltshaker so the cap will fall off when the salt is poured.
18. The customer has not created a state of panic by requesting a glass of water.
19. The guy who handles the food has cleaned his nails before reporting for work.
20. The hamburgers look just as big in person as they do on the TV commercials.

DATING



BERG'S-EYE VIEW DEPT.

THE LIGHTE

FAVORS



CLOTHING



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

ACCIDENTS



MORNINGS



QUESTIONS

Do you like nuts...? Why...??



Are you asking me to GO STEADY with you!!!



SHOPPING

Did you ever read the list of INGREDIENTS in these boxes of food products...?

No! What about them...?



THE TELEPHONE

Roger's been more depressed and down in the dumps than ever before! I'd better give him a call and see how he is!



Hi, there! How the heck are you...?



Great...! Marvelous! Stupendous!

I'm fantastic! I feel totally self-confident, and absolutely sure of myself! I could go out there and conquer the world!!

Uh... what number is this??



TELEVISION



COMPASSION



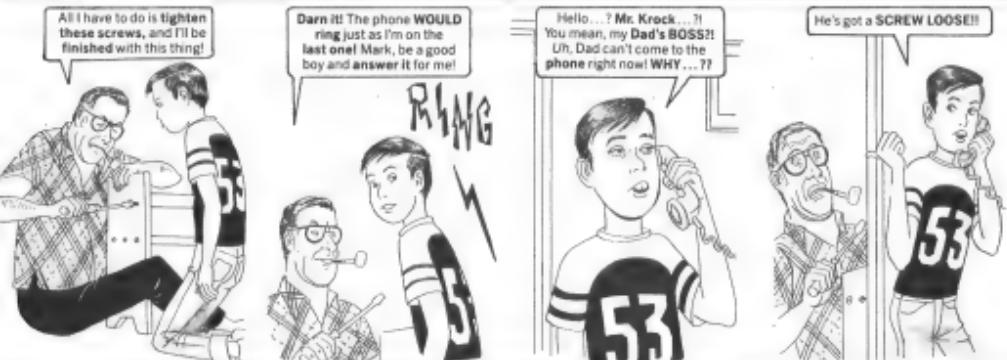
THE FAMILY CAR



ILLNESS



DO-IT-YOURSELF



RESTAURANTS





MAD'S 42 PAGE

**CREATURE
PRESENTATION**

IS ABOUT TO BEGIN!!!

OUR CREATURES PRESENTATION DEPT.

Two summers ago, Steven Spielberg gave us "E.T.", a smash-hit film about a cuddly alien who has to withstand the villainies of us humans to get back home. This summer, Steven's come up with another smash-hit film—with an extra-added wrinkle. Oh, sure, there's a cuddly creature in it again! Why give up a good thing? But now, there are also a lot of evil creatures, too. And they're attacking us humans! But enough of this prose. Look at the pictures...and try reading MAD's version of...

GRI





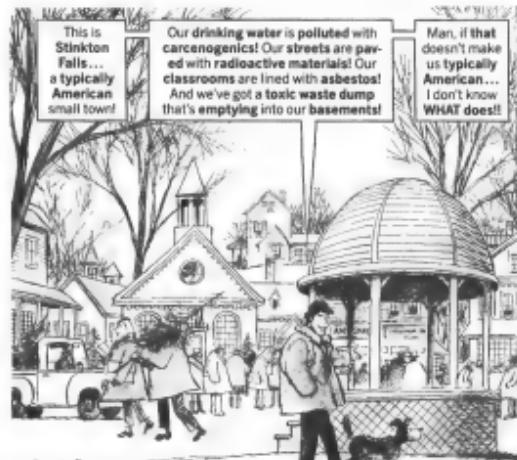
MILINS



ARTIST: MORT DRUCKER



WRITER: STAN HART

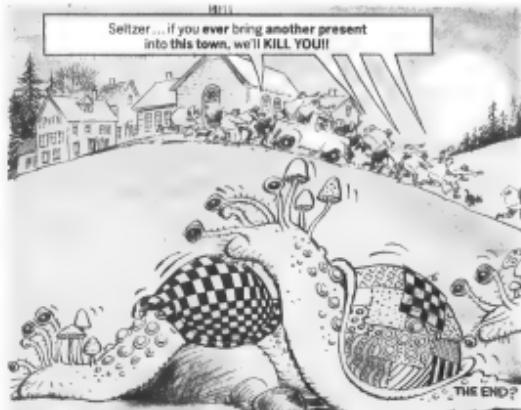










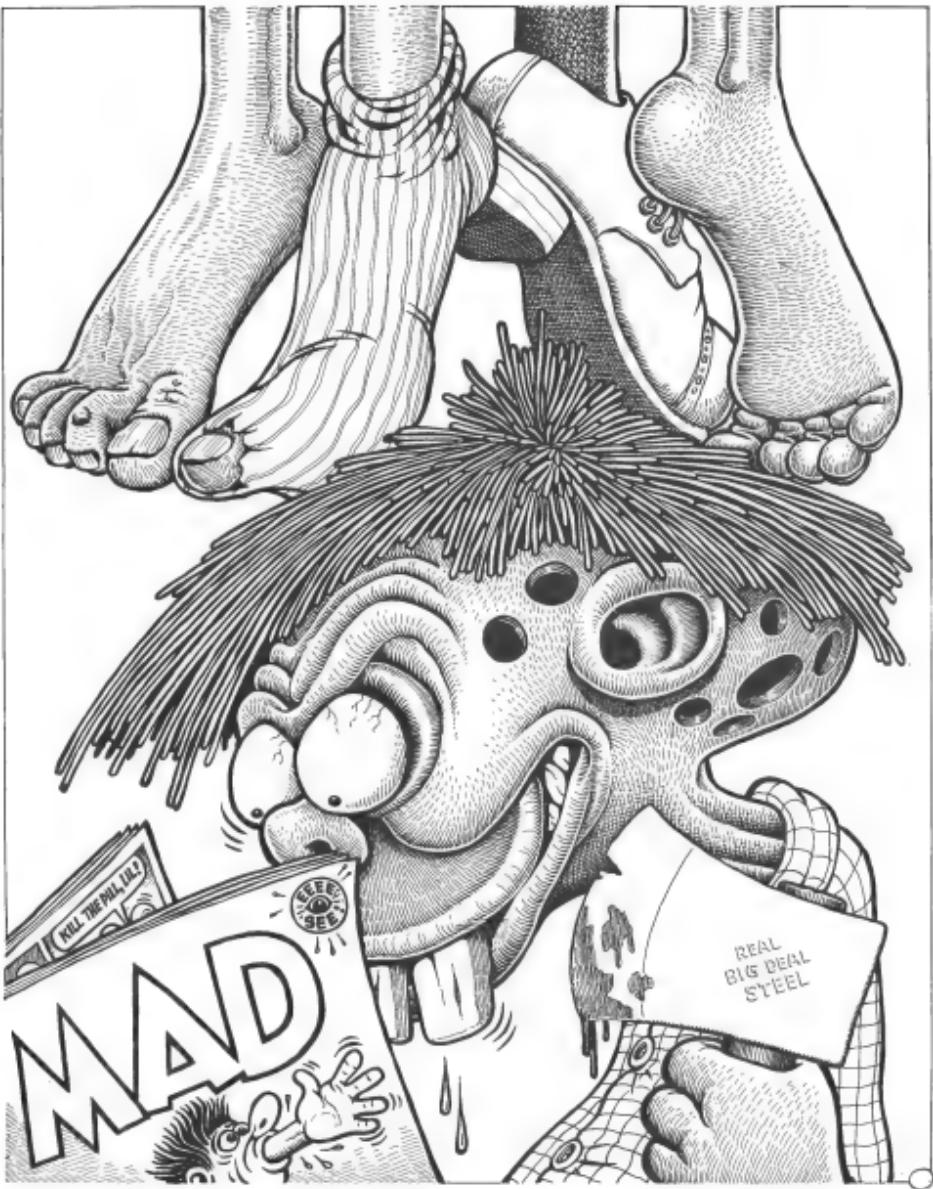


On this and the following five pages are views of what we, the Editors of MAD, believe to be a cross-section of the people who read our magazine! And so, while you wander through the following pages, smirking, guffawing and retching at what you see, pause a moment! The face you're retching at may be your own, our dear, typical ...

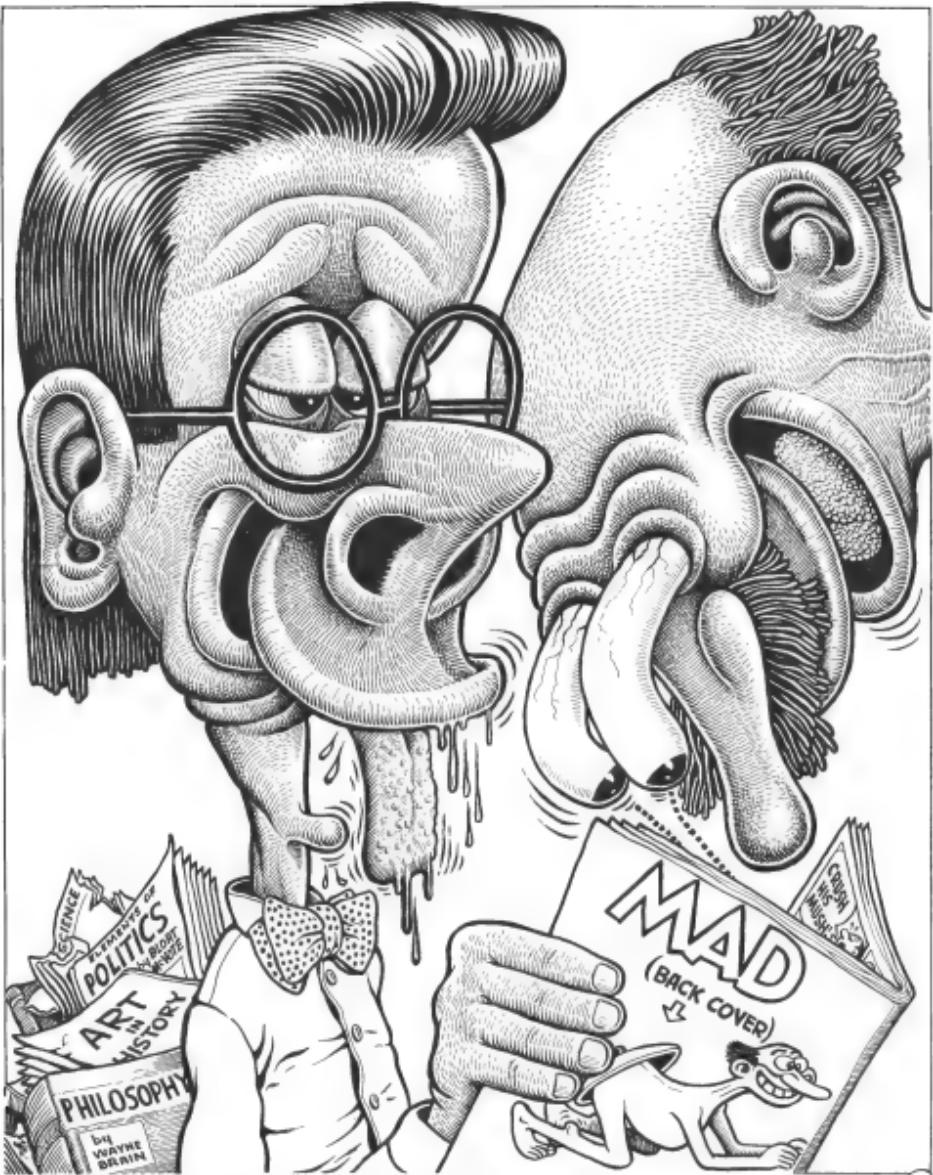
MAD READER!



One question that we here at MAD are frequently asked is: What is the typical MAD reader like? Contrary to popular belief, the picture of the MAD Reader above is a total distortion! Most MAD Readers know the proper way to hold the magazine!



THE YOUNG MAD READER: In the early days of MAD, self-appointed censors were vehemently opposed to kids reading such trash. In today's enlightened society, however, a young fan can enjoy his MAD Magazine openly, and is indifferent to such self-righteous stiffs!



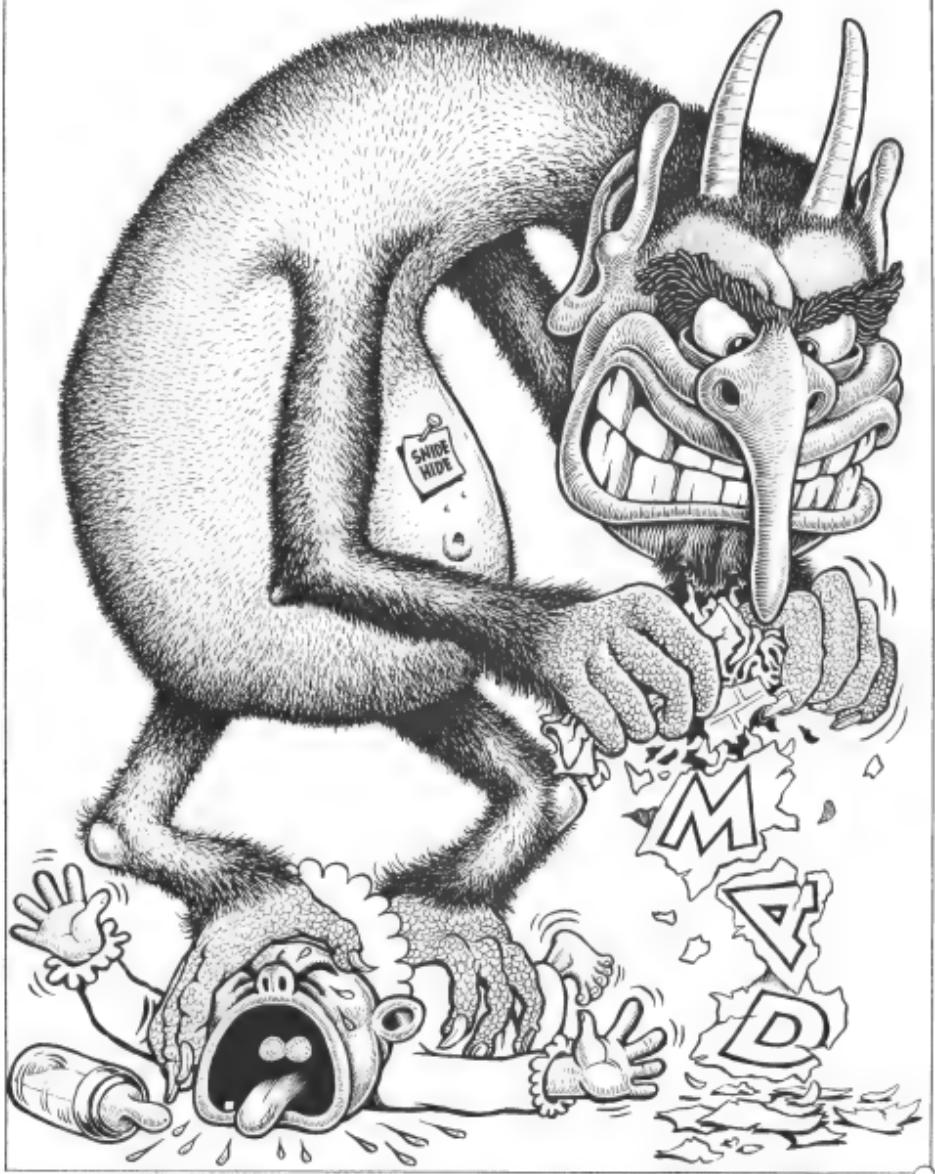
THE STUDENT MAD READER (With Teacher): A remarkable recent study has shown that students who read MAD are no more stupid than the average student. However, this same study has also indicated that the average student who reads MAD is not necessarily statistically much smarter than the average teacher who read MAD as a student. Which is why Johnny can neither read nor teach!



THE OLDER MAD READER: MAD is by no means confined to the young reader. The man pictured above has stayed alert and active thanks to his continued regular reading of MAD. The fact that he is only 19 years old and looks the way he does is also due to his continued regular reading of MAD!



THE FEMALE MAD READER: The typical female MAD Reader is sensitive, smart, handy and thoughtful. Notice, however, that the word "Beautiful" is not used, or even hinted at! Female readers may complain that the above picture is not flattering and is in fact degrading to all women. But we defend it, by simply saying: Hey, we didn't put hair on her chest!



THE CRITICAL MAD READER: Not everyone likes MAD! We admit it! We have a few detractors and we don't put these individuals down for their taste. It's a free country! And besides, creeps like that, with their bloated, mis-shaped bodies, who think nothing of terrorizing babies, wouldn't understand what hideous geeks they really are, anyway!

Hey, gang! After ten years, it's time once again for MAD's nutty "Cliché Monster" game! Here's how it works: Take any familiar phrase or colloquial expression, give it an eerie gothic setting so you create a new type monster, and you're playing at

HORRIFYING CLICHES

ARTIST: PAUL COKER

WRITER: FRANK JACOBS



Driving A HARD BARGAIN



Hanging On To The BITTER END



Ducking An ISSUE



Weighing The ALTERNATIVES



Going Out With A BANG



Coming To A SCREECHING HALT



Losing One's VIRTUE



Bottling Up One's EMOTIONS



Throwing A TANTRUM



Opening An OLD WOUND



Honoring A COMMITMENT



Getting A SECOND OPINION



Hammering Out A COMPROMISE



Returning A FAVOR



Running Into A SNAG



Shattering A RECORD

KONG-PHEW DEPT.

Well, that old loveable ape is back in the movies. We're referring, of course, to Dino De Laurentiis. Clever Dino has taken the old classic, "King Kong," and he's up-dated it . . . he's put it on the wide screen in color . . . he's invented new special effects . . . and he's added something new: Humor! Yessir, it seems they decided to play this remake for laughs! Unfortunately, they don't go far enough! Because all they end up with is

KING

Gentlemen . . . welcome aboard our ship, "The Petiox Explorer"! I had to wait until we were on the high seas to tell you where we plan to look for oil!

Not at the bottom of the ocean . . . but on a desolate, uncharted fog-bound island . . .

Gee, I was wondering how you expected us to look for oil on the ocean floor with only seven feet of PIPE on board!!

Man . . . it takes guts to gamble on finding oil on an island that no one's ever seen before!

Well, Fraud Winsome has plenty of guts! I know because I watched him heave them up all over my cabin during that last storm!

Let me tell you what a satellite photo of the island reveals about its composition! First it contains pre-hydro carbon! Next, radical binocular nitrogen! Third, excess carbon dioxide! And last . . . artificial flavorings and coloring! Now, we-

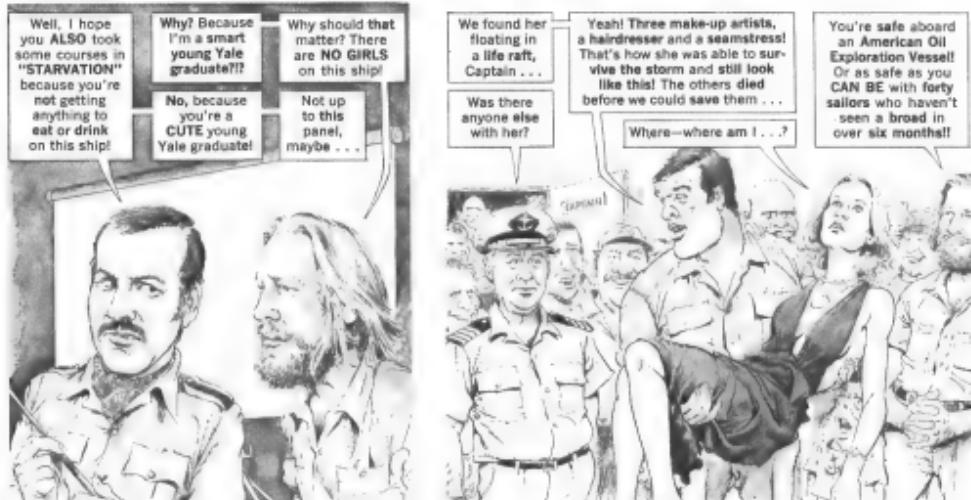
May I take a minute to break in here? I'm not officially signed on this ship . . . so let me introduce myself! I'm Hack Pressclot! I'm from Yale University, where I majored in "Gigantic Primate Behavior", and minored in "Stowing Away Aboard Ships" . . .

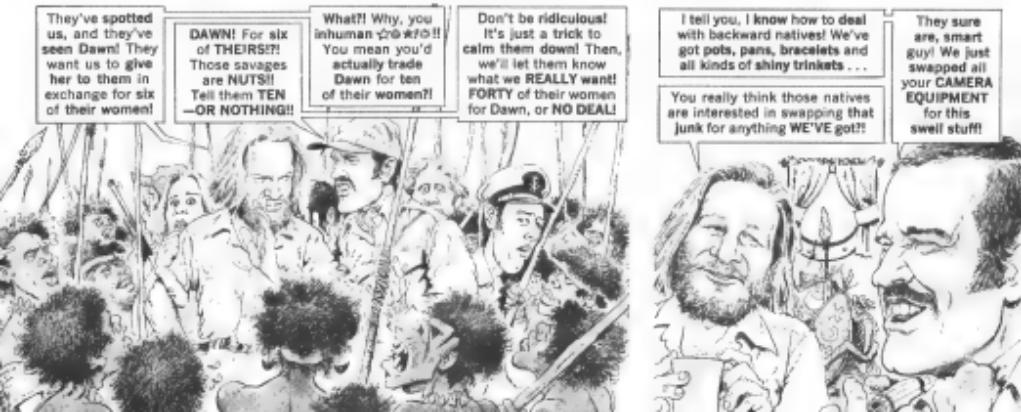


KORN



ARTIST: HARRY NORTH, ESQ.
WRITER: DICK DE BARTOLO





Where
are
you
going
THIS
time
of
night,
Hack?

To the island
... to get my
equipment back!
Man, my cameras
are the most
important thing
in my life
right now!

Oh . . . ?
Too bad!
—I was
kind of
hoping
you might
come to
my cabin!

Well, what do you
know? I just lost
all my interest in
photography!! Why
don't you slip
into something
comfortable, like
your bed, and I'll
go brush my teeth!



Come on, guys!
I'm not in the
mood to meet
anybody new
tonight! And
besides, I
already HAVE
a heavy date!

Will you lay off,
fella? Listen,
I appreciate the
non-stop drumming
and the thousands
of torches, but
I'm not really
INTO "Disco"!!

Tell you what!
I'll give you
my telephone
number and
maybe we can
set something
up for next
week! Okay?



Hey . . . just one minute!
Where do you think you're
taking me?? Look, I dig
tall, dark, hairy men . . .
but **THIS** is ridiculous!
Put me down now! I will
not go home with you!

Well . . .
maybe for
a little
while! But
I have to
be back by
10 o'clock!

Okay!
By
11
o'clock!
But not
a minute
later!

It would be
different if
this were on
a week-end,
King! But it's
a Tuesday!
Who stays
out late on
a Tuesday??

We're too late!
King has already
taken Dawn . . . !

Any ideas where?

Well, there's a small
candle-lit restaurant
overlooking the lagoon
next to a motel! That
would be my best guess!



We've got nothing
to go on! There
are no footprints
. . . just those
great big holes
through the jungle!

Those aren't
HOLES, you
idiot! Those
ARE the
footprints!
C'mon . . .

You know, King . . . as big as your hands
are, I've had less trouble with you
than with most of the men I've dated!

You're not a bad ape! First, you gave
me a bath in a jungle pool, then you
blew me dry, and now you've brought
me a couple of eggs for breakfast . . .

Er . . . you wouldn't happen to have a
twelve-foot frying pan, would you??



I've checked out the sample we took from the island, and it's 100% pure oil all right . . . exactly up to Petlex's rigid standards . . . !

YAHOO!! And coming here was all MY idea, Baggy!!

As a matter of fact, it IS Petlex oil!! The natives here import it from the mainland in barrels! As for the island itself, it hasn't got a single drop!

Too bad coming here was all YOUR ideas, Baggy!

I refuse to go back to America empty-handed!

Why don't we visit that Native Souvenir Shop? We could pick up a few more of those trinkets you went ape over . . . !

That's it! That's it! You just said it! What an idea!! You mean, take King back to America???

No . . . pick up a few more of those trinkets!



I've changed my mind! I'm taking the trinkets AND King back with me! I mean, if Exxon made over a billion dollars with "Put A Tiger In Your Tank," how much money do you think we'd be talking about with a slogan like "Put An Ape Under Your Hood"!??

Oh, I'd say about twenty million the first year . . . and I think you'd lose even MORE the second year!!

Okay, men . . . lower that TWO HUNDRED POUND BANANA into the trap . . .

Here's an update on King! Dawn and Hack have gotten away from him . . . and King's position now is four hundred meters northeast of Checkpoint Charlie!

Got it! And what's OUR position right now?

Let's see! Your position now is three hundred and ninety-nine meters northeast of Checkpoint Charlie!!

In other words . . .

Right! That warm tropical breeze on your back is KING'S BREATH!!



I'm so sorry we captured King and we're taking him back to New York on this ship! It's so unfair to him!

What? Are you kidding? King is an ANIMAL! An animal that tried to RAPE you!

That's not exactly true! He DID take me out to dinner and a movie!

Besides . . . the natives will be thrilled to be rid of King!!

There's where you're wrong! Without King, this island will soon be over-run with two hundred pound bananas!

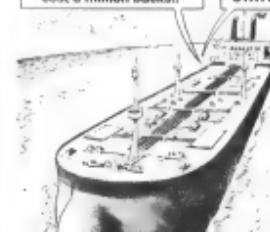
I've been thinking of ways to exploit King! I could star him in a BALLET . . . with Nureyev and Fonteyn and Weiss!

Nahhh! That's no good! A TUTU for King would cost a million bucks!!

I've got another dynamite idea! We have a big Double Wedding! You'll marry Dawn, and I'll have King marry THE STATUE OF LIBERTY!!

Who'd want to marry a STATUE???

Listen, yours might not be much better!!



I'm quitting this circus, Fraud! I just can't stomach this cruel, disgusting exploitation of King!

If you go with him, kid . . . if you quit on me now, I'll make sure you never get another booking in Show Biz! You'll end up tap dancing at Rotary Clubs!

Gee, that doesn't sound so bad . . . especially since I can't tap dance now!

Ladies and Gentlemen, I'd like you to meet the biggest chimp in the world!

Thank you for that wonderful introduction! The introduction was for KING!! I said "Chimp" not "CHUMP"!!

Listen, all you reporters! Don't get so close to Dawn! King will think you're trying to tear her clothes off!

Hey, kid! Mind your own business! We ARE trying to tear her clothes off!



Look! King is breaking free!

Ladies and Gentlemen, don't panic! I assure you the cage is escape-proof. I was locked in it all day yesterday . . . and I couldn't get out of it!

Look! He's torn his cage apart!

Don't worry! His legs and arms are still in chains!

Look! He's broken his arm chains!

Don't worry! His legs are still in chains!

Look! He's broken his leg chains!

WORRY!!



No, King! No!! Don't step on me!

I suggest that you study the fine print in your contract, King! It's got a "No Squish" clause!!

You can't leave me FLAT, King!!

Do you think we're safe on this train, Hack?

Of course we're safe! King doesn't have a subway token . . . so they'll never let him on!

Put this train down this instant, you great big juvenile delinquent ape!

Hey, is this 42nd Street? Can you drop me at 42nd Street?

Oh, my God! He's gonna roar again! I can't stand it when he roars . . .

FORGET the sound! It's the BREATH that'll kill you!



If that giant ape ever crosses the East River ...

Don't worry! He can't make it! He'll be dead by then!!

You mean from the tanks and planes?

No, from the East River! If he ever enters the water, the POLLUTION will kill him!



It's Pressclot! I know where King's going! He's headed for the Twin Towers of the World Trade Center! They remind him of the JUNGLE!

Oh, c'mont! There may be a few weird characters hanging around the lobby!! But, why condemn a WHOLE BUILDING??

Do you know where King is now...? Yes! He just took a Fifth Avenue bus!

Uptown, or downtown?? We don't know WHICH way he threw it!

Hey, Get out of that river! You're leaving a ring around Manhattan!!

We can't go up there, King! You don't have a jacket and tie on!

They'll only send you down again when they see you haven't got a reservation!

Please, King! I have a terrible fear of heights!

I once threw up at the Empire State Building! And that's while I was still out on the street!



Pick me up, King!

Do you hear me? Pick me UP!!

I know I keep saying, "Put me down!" But NOW I want you to pick me up!!

Duck those bullets, King! DUCK! Don't you ever do what I say! You act like we're married!

Don't eat that Helicopter, King! I said DON'T EAT IT!! It's bad for your digestion!

Will you EISEN and stop acting SO MACHO!!



No wonder the big ape wants to die! How would you like to have to listen to HER nagging all day and all night??

Are you listening to me?! Didn't I TELL you not to come up here?!! I hate to be the one who says, "I told you so!" But I TOLD YOU SO!

Boy, she could drive ANYONE to an early grave!

King, don't go over the edge! I said, don't—

Now look at the fine mess you've gotten yourself into!



Hack . . . this was all too terrible! I don't EVER want to have anything to do with Show Business again!

Honey . . . after your performance in this movie . . . I don't think you have to worry!!

Okay, whose monkey is this? You need a permit to keep a monkey in this city!!



**WHAT IS
ALWAYS
THE MOVIE
INDUSTRY'S
GHASTLIEST
PRODUCTION?**

**HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN**

Each year, Hollywood offers one production that makes everyone's skin crawl. Usually, it is the most horrible thing to come out of "tinsel town" that year. To discover the title of that hideous show for this year, fold in the page as shown . . .



FOLD PAGE OVER LIKE THIS!

A>

FOLD THIS SECTION OVER LEFT

B

FOLD BACK SO "A" MEETS "B"



THROUGH THE YEARS, HORROR PICTURES HAVE BECOME
OFFENSIVE AND DISGUSTING. THESE MOVIES CAN SCAR
A YOUNGSTER'S MIND. NO AMOUNT OF MONETARY REWARD
SHOULD JUSTIFY ANYTHING THAT SINKS QUITE SO LOW!

A>

B

A MAD LOOK AT AN



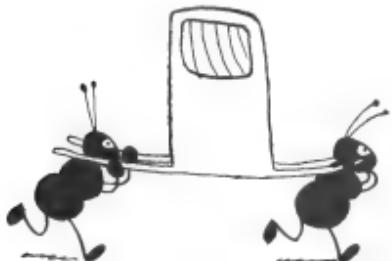
OCCUP-ANT



FLAMBOY-ANT



INF-ANT



IMPORT-ANT



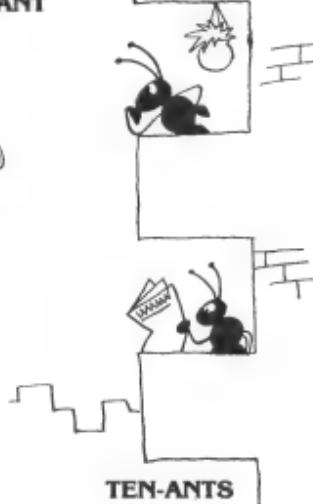
CORRESPOND-ANT



CLAIRVOY-ANT



VAGR-ANT



TEN-ANTS

TS

GOING
SHOW



CONTEST-ANT



DETERR-ANT



IGNOR-ANT



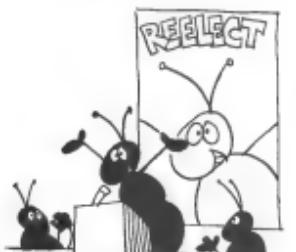
PEAS-ANTS



RELUCT-ANT



INFORM-ANT



INCUMB-ANT



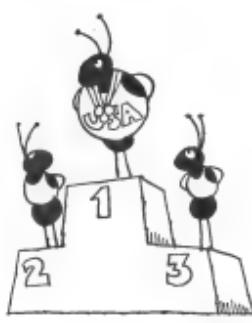
MILIT-ANT



DISSID-ANT



FLIPP-ANT



TRIUMPH-ANT

There's a sick new trend in movies! It started with "Airport", continued with "Towering Inferno", sunk to a low with "Earthquake" and has now reached the depths with the movie that's REALLY packing 'em in, the one about a giant shark that terrorizes a summer community! Yep, it's obvious that people get their kicks out of seeing other people die . . . in every horrible way possible, which includes being . . .



Well, here we are . . . a bunch of teenagers enjoying a typical Summer night in the typical seaside community of Vomity, Long Island!

It sure is fun sitting on a cool beach, drinking beer . . . smoking pot . . . listening to Rock . . . and making out!

Yeah, but the first thing you know . . . it'll be September and we'll be back in school, and our whole lives'll change!

Yeah! What a drag . . . sittin' in a hot classroom, drinking beer . . . smoking pot . . . listening to Rock . . . and making out!

Maybe you're having fun . . . but I'm bored! Doesn't anything different ever happen on this beach?

Look at Freddy and Brenda . . . running to go swimming nude and then make out in the water!

Like I said, . . . doesn't anything DIFFERENT happen on this beach?!

What's that strange THING out there?!

Yeah . . . and listen to that rich, melodic background music . . . !

Oh, my God, it's horrible! HORRIBLE!

That strange thing out there . . . ?

No—melodic music! I never heard music with a melody before Quick! Someone turn up that Rock number before I go crazy!



AW'D

ARTIST: MORT DRUCKER

WRITER: LARRY SIEGEL



My ankle! He's got me by the ankle!

Man, that Freddie is really somethin' else!

Wow! Ankle-biting! What a wild, crazy turn-on!

Frankly, I'm worried about Brenda . . . all the way out there with Freddie . . .

YOU'RE worried! I'm FREDDIE!!

What do we know about this reported missing person . . . ?

The description I got, Chief, was that it's a teenager . . . shoulder-length hair, wearing earrings . . .

Is it a boy or a girl?

Look! Nowadays that description is no proof one way or the other!

We KNOW it's a girl, Chief! When she was last seen, she was NAKED!

I got NEWS for you! Nowadays, THAT'S no proof either!



What do you think could have happened to her, Chief?

I hate to say it, but if you've been around here as long as I have, you've seen those hideous, ugly monsters . . . attacking everything in sight . . .

I know! I've been in the halls of the High School!

And then again, if we're lucky, maybe it was only a SHARK!

I . . . choke . . . I found something . . . Chief!!

Is it—what—you thought it was???

Ugh . . . eeech . . . it's what I thought it was . . . all right!!

Listen to me! Get hold of yourself! You're a Police Officer! You can stand up to anything, even the remains of a body after a shark gets through with it!

Oh, yeah? How about the typical garbage left behind by the slobs after an all night beach party??

Oh, God! Anything but that!



Ugggh!
Melon
rinds
and
banana
peels!

Blaah!
Anchovy
pizza
scraps
and
scungilli!

Pyauchi
Peanut
butter
sand-
wiches
and —

What do you think you're
doing, Chief Brooding?!!

The remains of a
girl were found,
Mayor Vault! She
must have been
eaten by a shark!
We can't allow any
people in the water!

Are you insane?!!
Close our beaches
with July 4th a
week away?!! That's
when we do all our
business around
here! Forget about
that shark and take
down that sign!

Forget about it?!! Do you realize
what horror you may be subjecting
people to on this beach? Have you
no conscience? Particularly on
Independence Day, when Americans
celebrate their precious, hard-
earned freedom by blowing off
their arms and legs with fire-
crackers, and driving drunknely
down our nation's highways ...

Come
to
think
of it.
I guess
I'll
take
down
the
sign!



How come
we're all
enjoying
ourselves,
and the
Chief of
Police has
to work?

They say a
mysterious
thing is
endangering
the beach,
and he's
protecting
all of us!

It must be tough
looking through
those glasses
hours on end!

What dedication!
I'm sure that
whatever he's
looking for,
he's going to GET it!



Well, Schmidricks,
so far ... so good!

That's great! No
sign of the shark?

No sign
of her
Husband!



What happened?

All of a sudden
I heard this
rich melodic
music, and then
this kid started
screaming and ...
ugh ... it was
just awful ... !

Yecch!
All that
blood
and gore
and torn
limbs! You
know what
this means,
don't you,
Chief ... ?

Right! There goes the
picture's "G" rating!
But a "PG" will still
pull in the kids ... !

What about that line
in the ads that says,
"May Be Too Intense
For Younger Children"?
Won't that hurt us?

Are you
kidding?!!
That's like
trying to
scare ants
away from a
picnic by pouring
sugar on the
ground!

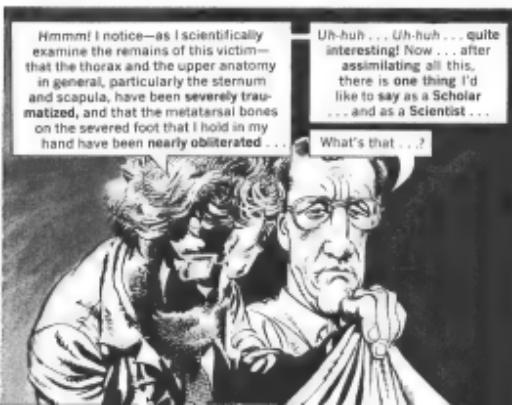
I've called this meeting of
you key townspersons because
there is a silly rumor going
around that an alleged shark
has allegedly killed two
alleged people! We will now
have the Coroner's report!
Er ... where is the Coroner?

He's
dead!

WHAT??!
How
did
it
happen?

The alleged
shark bit
off his
alleged
head! Also
his alleged
arms and
legs ...





Great news, Chief!
My kid and I caught
the shark, so your
troubles are over!

Incredible! How did
you and your kid
ever manage to land
a fish this size?

Very simple! My kid has this **old**
kite string, see? Well, sir... I
bent this safety pin around the
string and tossed it into the—

Sure, providing
you use the
right bait...!

And
what did
YOU
use for
bait?

I'm not sure this is
the shark we're after!
The only way to know
for sure is to cut him
open and look for clues
inside! Don't worry! I
know what I'm doing!
I've been around fish
all my life...

You know,
you remind
me of a
sturgeon!

You mean
SURGEON?
I cut like
a surgeon!

You may
CUT
like a
surgeon,
but
you
SMELL
like a
sturgeon!

Ah-hah! Just as I thought!
This shark doesn't eat
people! It eats **JUNK!** Look
at this! An old lawn mower,
a pair of orthopedic shoes,
a 1959 Edsel, a crate of
watermelons and 500,000
copies of Readers Digest!

Sew him
up fast!
I feel
like we
just
operated
on Euell
Gibbons!

Mayor Vaulti! I've
got proof that the
dead shark is **NOT**
the one we're after!
The killer is **STILL**
OUT THERE! We've
got to close the
beaches... **NOW!**

Not on your life! This
is July 4th! But don't
worry! They're going to
set up an impregnable
barrier in the water
that no shark will ever
be able to penetrate!

It won't work!
He's too smart!
He'll slip
past the gun
boats! He'll
sneak by the
helicopters!

I KNOW that! I'm
talking about the
NATURAL barrier:
that wall of typical
holiday refuse and
garbage... thrown
into the water by
50,000 beachgoers!

ARRRRRGHHH!
YECCHH!
CHOKE!
UGH!

Well...
Mayor???
Still
MORE
deaths!
Are you
satisfied
now???

Okay, Chief!
You want I'll
pay Squint
what he wants!
Go out there
with him and
GET THAT
SHARK!!

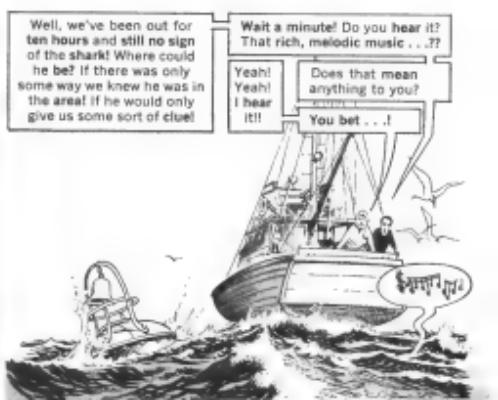
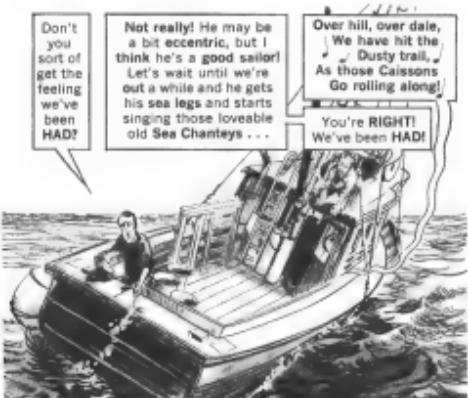
Golly, all this
blood and torn
bodies and killer
sharks! They sure
don't make "Beach
Pictures" the
way I made them
in the '60's!

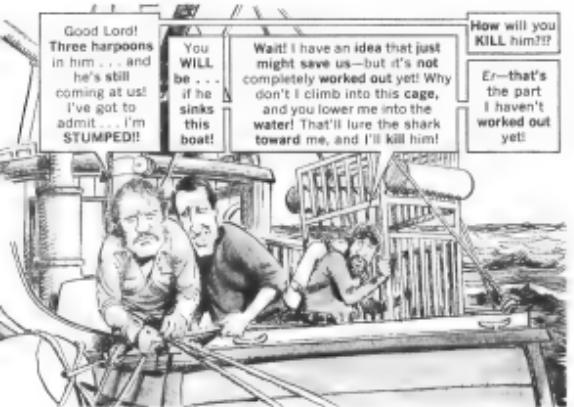
That's true,
Annette!
But **THIS**
one is
ALMOST as
nauseating
as one of
yours!

Now hear this, Mates! I'm the **Captain** of
this@#\$% boat, and what I say GOES!
I've been a sailor, man and boy, for forty
years! I know every inch of this ocean and
every nook and cranny of this boat! I know
the sound and the smell and the language
of the seal. And now, if you'll excuse me,
I gotta go to The Little Boy's Room...

Don't you mean "The Head"?

Whatever.





He's back! He got
Cloud! The poison
thing didn't work!
What now, Captain?

You wait here while I go and check the old Navy Manual . . .

It's too late
for that now!
A desperate
situation calls
for desperate
measures! Er—
I know! Listen
to THIS . . .

OKAY, SHARK . . . MY MEN HAVE YOU SURROUNDED! DROP YOUR TEETH AND COME OUT OF THE WATER WITH YOUR FINS UP AND YOU WON'T GET HURT . . .

Wait a minute, Shark! Not so FAR out of the water!!

Too bad! It always worked in "COPS AND ROBBERS" —

Well, Mate! I guess I'm a goner! But if I gotta go, I suppose it's only fit that an old sailor like me dies at sea! So long, lad! This old sea dog is headed for his final resting place in Davey Smith's Locker .

That's Down JONES'S Locker

Whatever.

Well, there goes Squint!
And I'm next!! Nothing
can stop that shark now!

**Hit What's
Going on?**

CLODI! You're alive!
YOU'RE ALIVE . . . !!

Uggh . . . Ooooh
. . . POOF . . .

And LOOK! The shark is DEAD!

It's a miracle! How did the shark DIE?

Psychological Indigestion!

What in hell is that?

It's a very rare fish disease, brought on by a very common movie disease that we Scientists call "Scriptus Fantasticus!"

C'mon, Man! Talk sense!

I think you know by now that a shark can usually eat ANYTHING! However, when he had me underwater . . . and he destroyed my cage . . . and there I was, swimming around, helpless . . . and the Director wouldn't let him devour me so he could get a cheap, corny happy ending to this movie after subjecting the audience to two hours of nauseating garbage . . .

Right! THAT, not even a SHARK could swallow.

A MAD LOOK

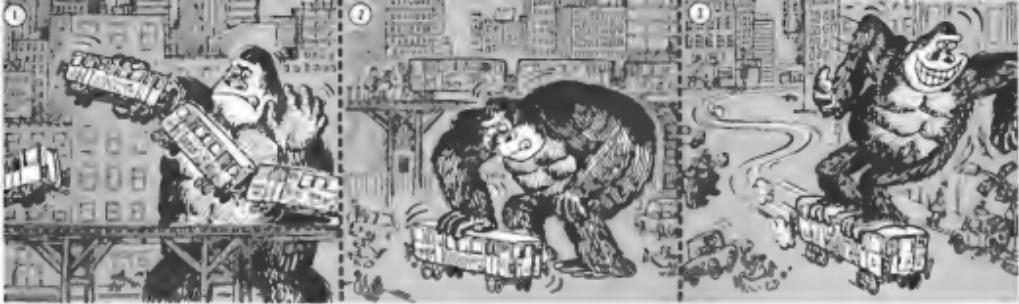


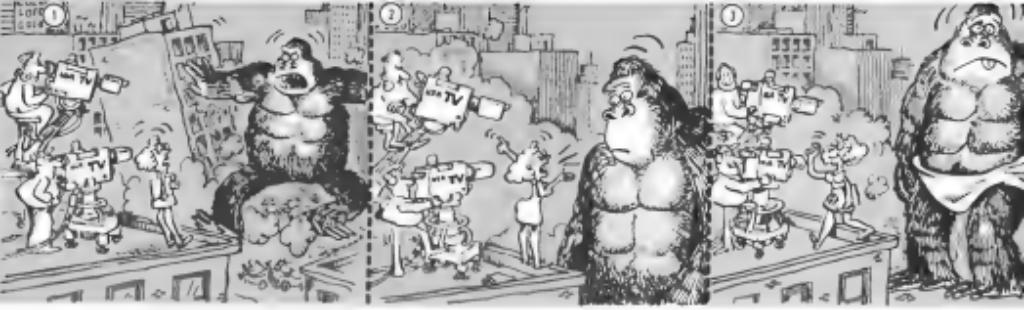
AT KING KONG



ARTIST & WRITER: SERGIO ARAGONES







SNAKING DO DEPT.

FOR ALL YOU PET LOVERS WHOSE BOA CONSTRICtors HAVE GROWN TO UNMAN

OTHER USES FOR PET

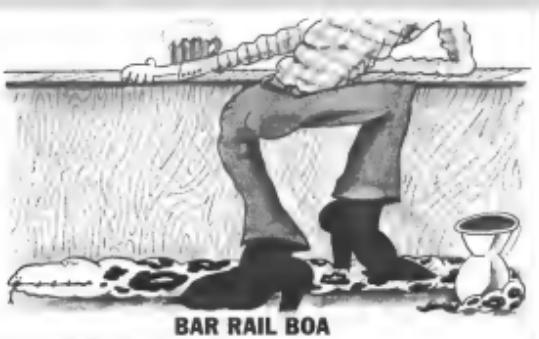
WRITER AND ARTIST:



MAITRE 'D'S ROPE BOA



FLUE CLEANER BOA



BAR RAIL BOA



SPEED BUMP BOA



BURGLAR-PROOF BOLT BOA

AGEABLE SIZES, BUT HAVEN'T THE HEART TO GET RID OF THEM, WE BRING YOU...

BOA CONSTRICTORS

PAUL PETER PORGES



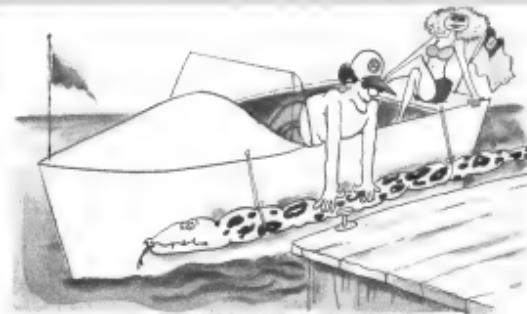
NAUTILUS EXERCISER BOA



INDUSTRIAL-SIZED PIZZA ROLLER BOA



UMBRELLA STAND BOA



DOCKING BUMPER BOA



LIGHT BULB REMOVER BOA



WEATHER STRIP BOA



VANITY POUF BOA



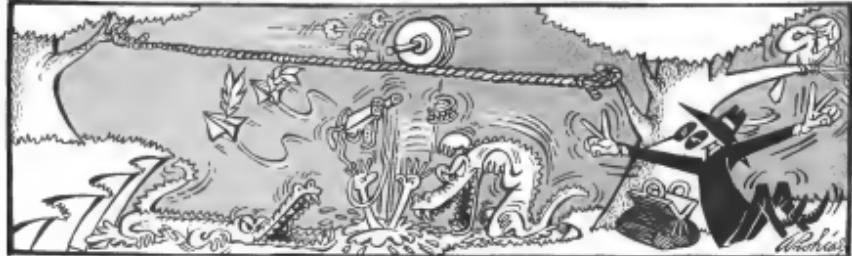
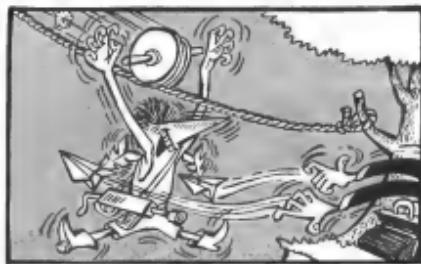
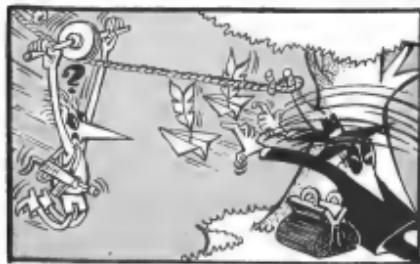
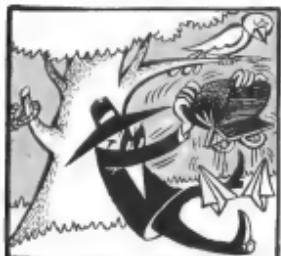
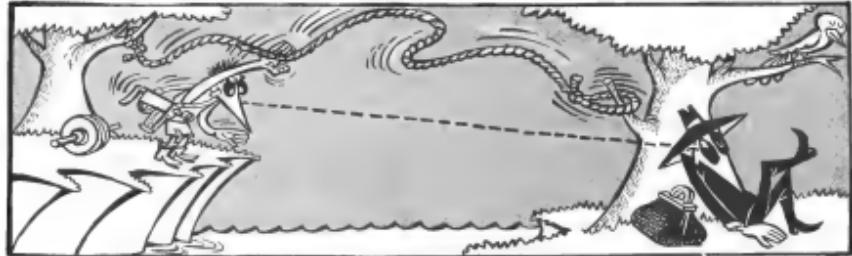
TRACK LIGHTING RAIL BOA



ROTO-ROOTER BOA



FIREMAN'S POLE BOA



Recently, while Alfred was at the U.S. Patent Office, researching a much-needed patent (toupees for bald eagles), he discovered something very odorous. He came

LITTLE KNOWN

ARTIST: GEORGE WOODBRIDGE

PATENT #45367821

BOTTLE-NECKED KETCHUP BOTTLE

A uniquely designed neck holds ketchup in bottle and prevents it from coming out, even when downward pressure is applied. Then, finally and unpredictably, it lets the contents of the bottle explode out, splattering everywhere.

PATENT HELD BY SPOTCO DRY CLEANERS SUPPLY CO.
A SECRET DIVISION OF THE HEINZ KETCHUP CO.®

PATENT #26789345

A "91-DAY"/"366-DAY" COMPUTER CHIP

Can be used as the "brain" of any complicated electronic or mechanical device, such as a TV set, a car, etc. Chip contains a built-in "random self-destruct" circuit which will only activate itself after the "90-day" or "1-Year Guarantee" period has passed. Then all hell breaks loose.

PATENT HELD BY THE COMPUTERIZED TIMED-DESTRUCTION CO.
SUPPLIERS TO THE AUTOMOBILE AND APPLIANCE INDUSTRY

PATENT #34777890

AN APPLIANCE "SECRET RESET" BUTTON

An automatic "malfunction" device, which can easily be installed in any appliance by the repairman summoned for a first-time service call. Device causes appliance to stop working soon after. When repairman returns, all he has to do is push the "secret reset" button, and appliance will start operating perfectly again while he is in the home. Once he leaves, "malfunction" device takes over. Results in many \$25.00 service calls, with little work necessary.

PATENT HELD BY THE NATIONAL ASSOCIATION OF
INDEPENDENT TV & APPLIANCE REPAIRMEN, INC.

PATENT #37889321

A ONE-TIME-USE PACKING CARTON

An ideal carton for shipping small appliances, computers, typewriters, electronic equipment, etc. Foam inner liners protect contents from damage, but have been inserted into the carton under extreme pressure. When customer unpacks purchase, foam expands to normal shape and cannot be repacked. Makes it impossible to return item "in original carton"—which is required for all exchanges or refunds.

PATENT HELD BY ONE-TIME-USE CARTON CORPORATION, INC.
SUPPLIERS TO THE APPLIANCE AND ELECTRONICS INDUSTRY

across some strange patents that are secretly held by even stranger people and corporations. We'll show you exactly what he found with this MAD collection of

PATENTS... AND THE PATENTS' HOLDERS

WRITER: DICK DE BARTOLO



PATENT # 28459034

A PRE-STRESSED SHOPPING BAG



A shopping bag designed and manufactured in three "break strengths." Supermarket baggers can soon become familiar with which bag to use with which groceries. Construction of bag insures that shopper will be off the premises when bag breaks and glass goods shatter when they hit ground.

PATENT HELD BY U.S. GLASS BOTTLE MAKERS ASS'N.
ASSIGNED TO SUPERMARKET BAG SUPPLIERS, INC. ?

PATENT # 31589037

AN AUTOMATIC SOCK-LOSING DRYER



A coin-operated commercial dryer, such as those used in laundromats and apartment laundry rooms. Automatically loses one sock out of every four pairs placed inside. If more than four pairs are dried, electronic sensor easily separates and loses two socks—from two different pairs.

PATENT HELD BY APEX COIN OPERATED DRYERS, INC.
IA DIVISION OF AMALGAMATED SOCK MANUFACTURERS

PATENT # 40400034

AN ERRATIC-BEHAVING SODA MACHINE



A specially designed soda vending machine that guarantees the customer will not get what he pays for 30 percent of the time. But malfunctions are so "random", he will never catch on. Includes dispensing of: just soda—no cup, just cup—no soda, no syrup—plain carbonated water, no carbonated water—just syrup, no ice—just soda, no soda—just ice, half a cup of soda or ice, etc. 28 variations in all.

PATENT HELD BY GLITCH SODA DISPENSING MACHINES, INC.
SUPPLIERS TO THE COIN-OP VENDING MACHINE INDUSTRY

PATENT # 42349876

A SLOWLY-DISSOLVING PUTTY-LINER



A chemically formulated putty that can be used by auto manufacturers in and around doors, bumpers, grills—just about any place two metal surfaces touch. Putty slowly evaporates as car ages, causing squeaks, rattles and other irritating noises which brings customers back to the auto dealer for expensive repairs, or better yet, a new model.

PATENT HELD BY NATIONAL DISSOLVING PUTTY CORP.
LICENCED TO ALL MAJOR U.S. AUTOMOBILE MAKERS

A MAD
GUIDE
TO...

POINT OF YOU DEPT.

WHAT'S CUTE ...

ARTIST: PAUL COKER



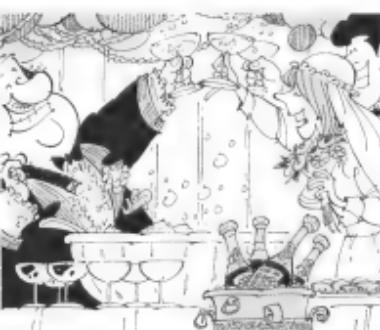
Girl Scouts are cute!



Girl Scouts selling cookies are not!



Precocious kids on TV are cute!



Your daughter's first wedding is cute!



Her fourth wedding is not!



Cats are cute!



Your little daughter dressing up in Mom's clothes is cute!



Your grown-up son dressing up in Mom's clothes is not!



Your son's crush on his second grade teacher is cute!

AND WHAT'S NOT

WRITER: MARK DRESSLER



Precocious kids at home are not!



Babies that drool are cute!



Grown men who drool are not!



People who adore cats are not!



E.T. in the movie was cute!



E.T. all over your house was not!



Your husband's crush on the same teacher is not!



Playing "Cowboys and Indians" when you're a kid is cute ... !



Playing "Cowboys and Indians" when you're President of the U.S. is not!

ARTIST: BOB CLARKE
WRITER: FRANK JACOBS

MAD'S Modern Believe It or Nuts!



HELEN GURLEY BROWN
ONCE OKAYED AN ISSUE OF "**COSMOPOLITAN**" CONTAINING NO ARTICLES ON **SEX** AND FEATURING A **COVER GIRL** DISPLAYING **NO CLEAVAGE**!



A **BLOCK PARTY** WAS ORGANIZED BY THE RESIDENTS OF AN EXCLUSIVE CLEVELAND SUBURB TO WELCOME THE **FIRST BLACK FAMILY** TO MOVE INTO THE NEIGHBORHOOD!

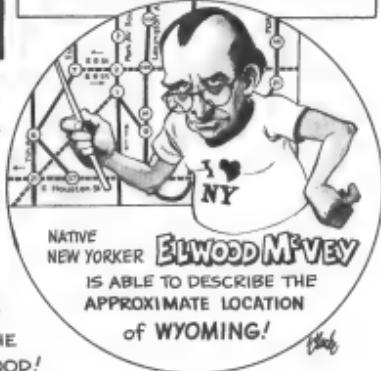
CALIFORNIA FRUIT GROWER

Myron Formish

PAYS ALL OF HIS MIGRANT WORKERS THE **MINIMUM WAGE** AND CAREFULLY INSPECTS THEIR **CITIZENSHIP PAPERS** BEFORE HIRING THEM!



U.S. CONGRESSMAN **EMIL ZAFF** EMPLOYS ONLY **TWO PEOPLE** ON HIS STAFF... NEITHER OF WHOM IS A **FAMILY MEMBER** OR AN **IN-LAW**!



NAH-NUKE, NAH-NUKE! DEPT.

Nanoo, Nanoo! Hi, I'm Rubin Willyums! No, this isn't a re-run of "Muck and Windy"! The scripts on **that** show made a lot more sense than the stuff you're about to hear in **this** interview...which the Editors of MAD felt needed somebody **REALLY** spaced out to conduct! And since I'M from outer space—or was until I was **cancelled**—I got the job! Job being—to interview one of the people responsible for **evacuating us** in case of **NUCLEAR ATTACK!** Meet Mr. Mirv Dumesday, who's been chosen as MAD's

C · R · E · E · P · *

OF THE YEAR

(*Crisis Relocation Emergency Evacuation Planner)

Hi, Mr.
Dumesday!
I'm Rubin
Willyums
...from
MAD!

MAD?! Oh,
you mean
"Mutually
Assured
Destruction"!!

No, MAD
Magazinell
"Moronic
Asinine
Drive"!!

Sounds like your typical Government Agency! Anyway, that MAD policy is no longer valid! Thanks to our Crisis Relocation Plan, the civilian population won't be totally destroyed! We'll only lose about 60 or 70 million!

60 million?? If I had that many viewers, I'd still be on the tube!!

Yes, but look at the **BRIGHT** side!! With all those casualties, the Unemployment Problem will be solved!



ARTIST: HARRY NORTH

WRITER: LOU SILVERSTONE

Do you
really
think
we can
actually
survive
a
Nuclear
War?

"Nuclear War"
is not to be
mentioned
around here!
We invested a
ton of money
to make it
OBSOLETE!

You mean
you spent
money to
find a more
acceptable
way to
settle our
differences?

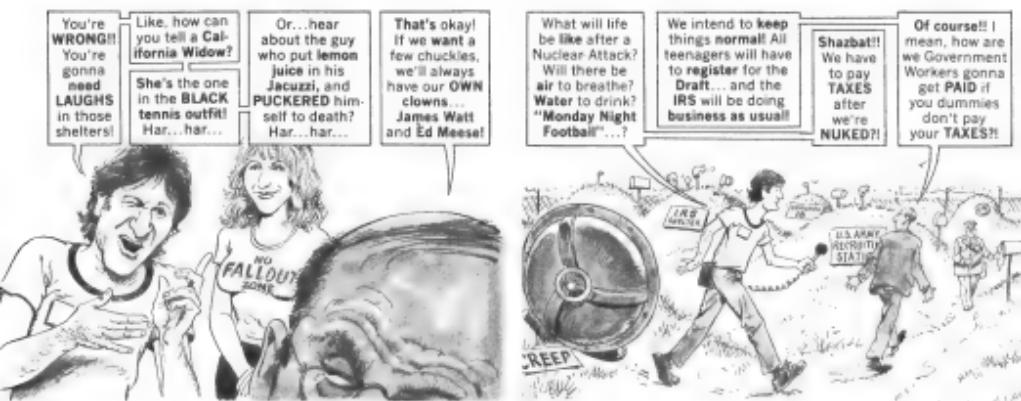
No, we spent
it on P.R.—
trying to come
up with a less
frightening
phrase for it!
We've come up
with NUCLEAR
EXCHANGE!

Has a nice
sound to it, huh?
Like we'll be trading
GIFTS
at
Christmas
time!

I dig where
you're coming
from! It's like
when Ron, The
Gipper, called
the MX Missile
"The Peace
Keeper," right?

Right! See that missile silo? It
contains a Multi-headed Missile,
capable of wiping out an entire
city! From here on, we'll refer
to a silo like that as a "Little
House On The Prairie"! That way,
folks won't object too much when
we stick 'em in their backyards!

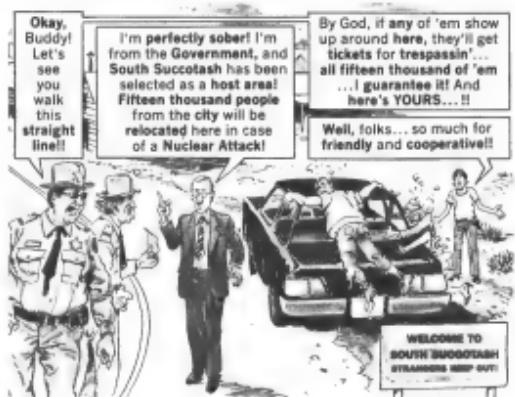
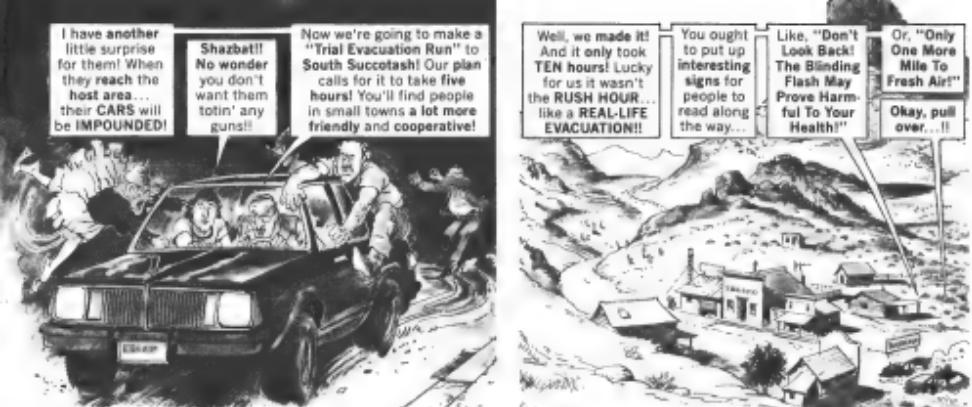






CHANNEL 13
Please don't discriminate







Well, our plan can't save **EVERYONE!** But this Administration is deeply concerned about saving as many lives as possible! Isn't that right, General Firststrike?



You better believe it! There's nothing more precious than a human life! We're all God's creatures after all!

Then why not build shelters for **EVERYBODY**???

You're talking about **seventy billion dollars**, boy! Do you know how many missiles we could buy with that money?!! Enough to level Leningrad, Minsk and half of Moscow!!

No wonder that so many Bishops and Rabbis and other religious leaders want an immediate **NUCLEAR FREEZE**!!



Those guys should stick to Church stuff... like School Prayer, Bingo Games and Las Vegas Nights... and leave the serious problems to us Think Tank and Pentagon experts!

Folks, that message was brought to you by the people who gave us **DENSE PACK**!!

Listen... if The Good Lord hadn't **INTENDED** us to have Nukes, He wouldn't have given them to us!

Gee! How come He gave 'em to the Russians, too, when they're atheists?

HE didn't have nothin' to do with it! It was that rotten **LIMEY** traitor who gave 'em the formula!

One last question! When will your Relocation Plan be ready??

Our target date is 1990!
Shabat!! I think I'll get myself a **SHOVEL**!!

And then, if we get some decent weather, it'll only take us a **week** to put the Evacuation Plan into action!!



You mean, the Government is spending billions on a plan that depends upon the Russians giving us a **WEEK'S NOTICE**...?!

I can see it now... the **RED PHONE** in the White House... RINGGG!!

Hello? Is White House? Is Premier Andropov here! I want to talk to President!

Is sleeping...? No... when he is waking up, tell him we are going to Nuke you rotten imperialists next week on 14th!

Ya... on 14th! You having my word! You also having a nice day!

Nano, nano! This is Rubin Willyums... signing off and returning you to MAD!! Th-th-th—that's all, f-f-folks!!



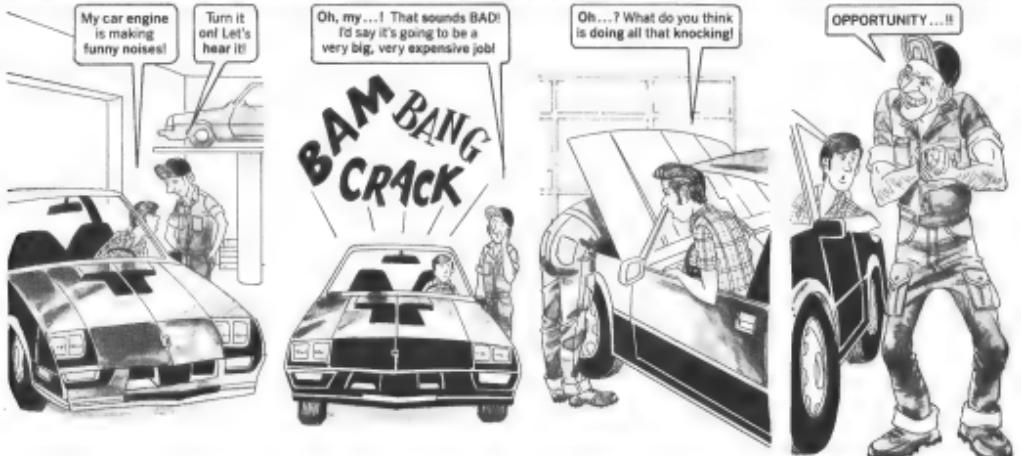
SQUABBLING



BERG'S-EYE VIEW DEPT.

THE LIGHTER

AUTOMOBILE REPAIRS



ECONOMIZING



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

PETS



PROPER NAMES



What can I do for you, folks?

I'd like some soy beans, corn syrup, meat by-products, sodium erythorbate and sodium nitrite!

I don't sell any of that stuff!!

Oh, yes you do!!

Arnold... why can't you ask for a HOT DOG like a normal person...???

HOBBIES



And this is my Daddy's Hobby Room! He's into WOODWORKING!

Really? What does he make?

Mostly SAWDUST ... !!

FLORISTS

I've decided to take your advertisement advice and "Say It With Flowers!" So I'd like to send my girlfriend one red rose!

Uh... just ONE??



DINING OUT



And what would you like, sir?

Gee... this is a really big menu! There sure is a lot to choose from!!

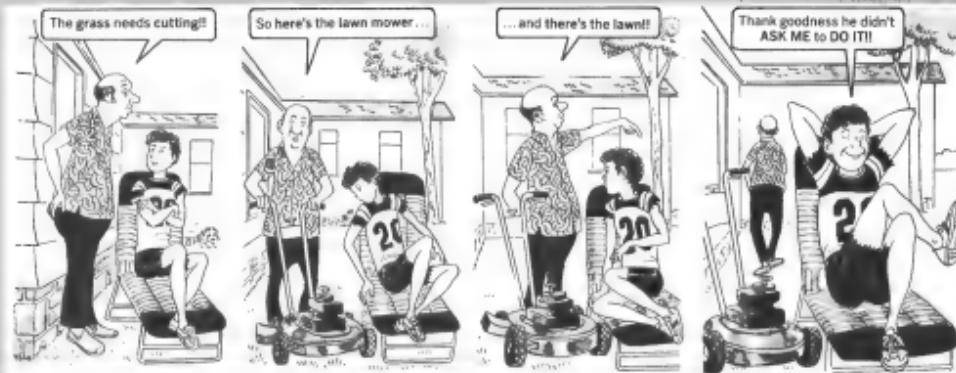
The veal parmesan sounds good... but so does the Salisbury steak! And so does the London broil! Oh, it's no use! I— I just can't make up my mind!

Uh—may I make a suggestion, Sir?

Please! I'd welcome it!!

NEVER wear a polka dot tie with a plaid suit!!

CHORES



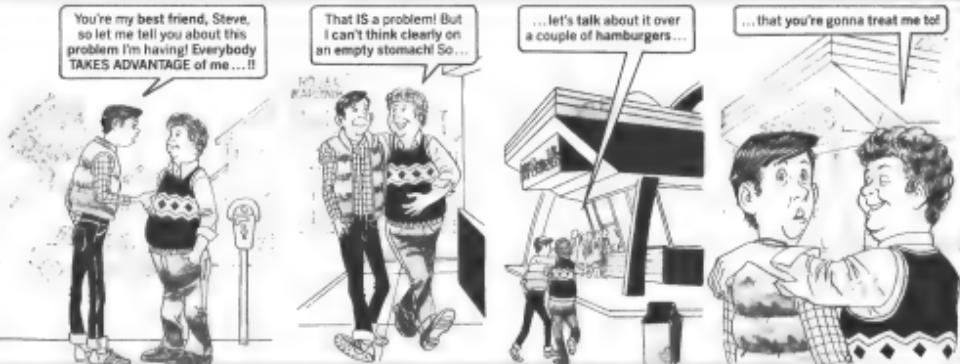
FEAR



INHERITANCES



FRIENDSHIP



MOTHERS



CRITICISM



If you've ever flown, you know that every airline passenger is provided with reading material to help while away the time and make you forget how boring and uncomfortable the trip really is. This reading material usually consists of three items: (1) A magazine that extols the virtues of the airline you're flying, (2) A mail order catalogue of products that are sold by the airline you're flying, and (3) A safety information guide that makes you wish you'd never heard of the airline you're flying. With this idiotic article, we take

A MAD LOOK AT AIRLINE SAFETY INSTRUCTIONS

Airline emergency procedures look great...on paper!

SAFETY INFORMATION
INFORMATION DE SÉCURITÉ
RENSIGNEMENTS POUR VOTRE SÉCURITÉ
ROTSA TUE%

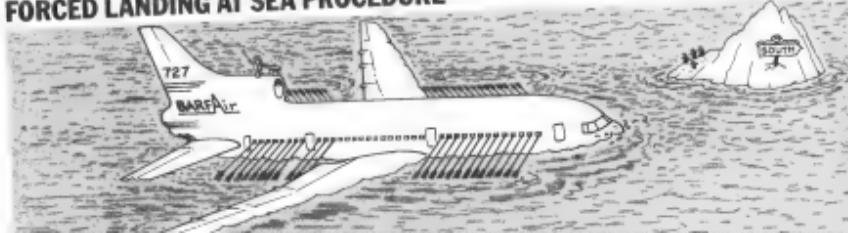
BOING FATBELLY
727 FEET (AROUND THE MIDDLE)

WRITER AND ARTIST: AL JAFFEE

HOW TO LOCATE THIS CARD



FORCED LANDING AT SEA PROCEDURE



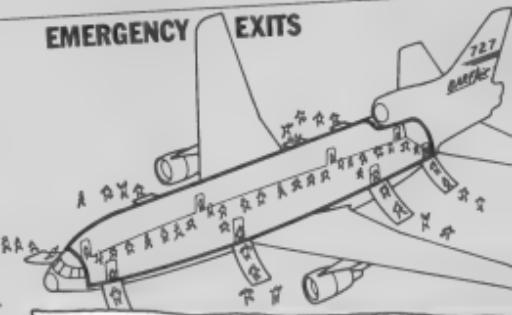
But in real life, they wouldn't quite work out that way...

EMERGENCY LANDING POSITION

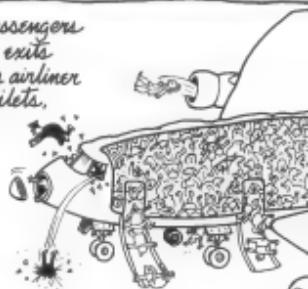


This is the position
most passengers will
probably assume!!

EMERGENCY EXITS



Diagrams of passengers
heading for the exits
always show an airliner
with no seats, toilets,
galleys, compartment
walls, movie screens --
or people packed in like
sardines !!



USING EMERGENCY OXYGEN



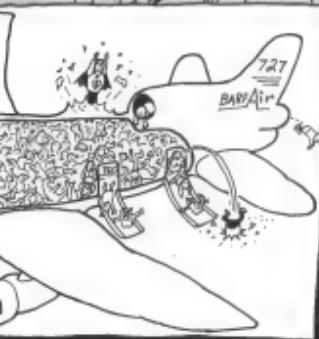
When three hundred oxygen masks
drop down into a hysterical crowd,
this is more like what you'll see !!



OPENING EMERGENCY DOOR EXITS

OPENING EMERGENCY WINDOW EXITS

Sure, the exits are clearly marked with opening arrows, handles, push buttons, etc ... but try and reach them !!



LAUNCHING THE LIFE RAFTS

Landing at sea gives you about eight minutes to locate rafts, inflate them and load three hundred passengers into them! Fat chance, when it takes thirty minutes to unload a plane at an airport !!



DUPES AND DON'TS DEPT.

Ever lie awake at night, wishing you could re-live some important moment in your life because you just thought of a clever retort you could have made at the time? Unfortunately, most of us never seem to hit upon the best thing to say until long after we've already made fools of ourselves by saying the worst possible thing! Well, fret no longer! MAD now instructs all its clod readers in

WHEN SOME BIGGER KIDS SAY ...

It'll cost you a nickel to walk down this block, kid!



THE BEST THING TO SAY IS ...

I'll go get the money from my Dad, the Cop!



THE WORST THING TO SAY IS ...

Can you change a twenty...?



WHEN A FOREIGN FLUNKY SAYS ...

I am sorry, but you do not have the proper documents to leave the country! Please come with me...!



THE BEST THING TO SAY IS ...

I'd gladly buy the proper documents from you right here, but I never can remember if it's ten pesos to the dollar... or ten dollars to the peso!



THE WORST THING TO SAY IS ...

Listen, your Mickey Mouse laws don't apply to me! I'm an American citizen!



WHEN AN ANGRY TEACHER SAYS ...

And where is your book report, young man...?



THE BEST THING TO SAY IS ...

I had to use it to beat out the flames when I caught some vandals trying to set fire to your car this morning!



THE WORST THING TO SAY IS ...

I didn't know you assigned one! That must've been the day I cut class!!





AND THE WORST... FOR EVERY OCCASION

ARTIST: GEORGE WOODBRIDGE

WRITER: TOM KOCH

WHEN YOUR DATE'S FATHER SAYS...



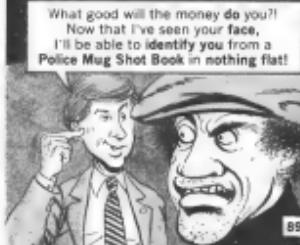
THE BEST THING TO SAY IS...



THE BEST THING TO SAY IS...



THE BEST THING TO SAY IS...



WHEN YOUR STEAMING DAD SAYS...

You burn! Do you know what time it is?



THE BEST THING TO SAY IS...

How could I?? They stole my watch before they made me spend hours and hours locked in the trunk of my car!



THE WORST THING TO SAY IS...

Jeeze... I sure hope you didn't get up in the middle of the night just to ask me a bunch of stupid questions!



WHEN A STRANGE CALLER SAYS...

Hello, Honey! (gasp... gasp!) Y'know what I'd like (wheeze) to do to you?



THE BEST THING TO SAY IS...

I know! Probably send me one of those baskets they'll teach you to weave after they've committed you to the State Home For The Criminally Weird!



THE WORST THING TO SAY IS...

I can't hear you over this bad phone connection! Do you want to drop by and tell me all about it in person?



WHEN THE SCHOOL NERD SAYS...

Are you doing anything Saturday night?



THE BEST THING TO SAY IS...

Yes... but maybe Warren Beatty won't notice if I leave the party early!



THE WORST THING TO SAY IS...

Not a thing! I was planning to spend the entire evening sitting by the phone in case you decided to call!



WHEN AN ENLISTMENT SGT. SAYS...

What's the matter, Pali?!! Too chicken to serve your country?!



THE BEST THING TO SAY IS...

Don't call attention to me, fool! I'm on an undercover mission for the CIA!



THE WORST THING TO SAY IS...

I'm not afraid of anything!! Just show me where to sign!!



WHEN A SOLICITING PRIEST SAYS ...



THE BEST THING TO SAY IS ...



THE WORST THING TO SAY IS ...



WHEN A TOUGH BULLY-TYPE SAYS ...



THE BEST THING TO SAY IS ...



THE WORST THING TO SAY IS ...



WHEN A SNIDE LIBRARIAN SAYS ...



THE BEST THING TO SAY IS ...



THE WORST THING TO SAY IS ...



WHEN A MOTORCYCLE COP SAYS ...



IF YOU'RE A GIRL... THE BEST THING TO SAY IS ...



IF YOU'RE A BOY... THE WORST THING TO SAY IS ...



SALOONY GOONS DEPT.

What would you call a guy with the gall to open up a bar—
Knowing that booze is why he's now a *former* baseball star?
A guy like that you'd call a creep!
That ain't so on a TV show that's built around a place—
Where the cast drops zingers at a rapid-fire pace!
Put downs and brews straight from the tap!

Sometimes folks want to zap their good ol'
buddies and their peers—
Blast 'em after all these years!
With this in mind producers find
that they're insuring their careers!
They've got a show that's got them laughing in their...



BEERS

Man, I am beat!
I been diggin'
ditches, pullin'
wire an' layin'
cable all day!
But now... it's
SOPHISTICATED
COMEDY TIME!

Yeah! After a tough
day, we blue-collar
workers thirst for
only ONE THING...
witty, refreshing
ONE LINERS... an'
hip, underplayed
satirical FARCE!

Everybody
comes here
to "BEERS"!
It seems
to be the
**HOT, NEW
COMEDY
HANG-OUT!**

And deservedly so... I as a TV
Critic, I must say the "writing"
is crisp, the "relationships"
deep and the "regulars" quirky!
In all my years of watching TV
SitComs, I don't ever remember
this level of intelligent humor!

I dell!
When
WE
did it,
a year
ago!
YOU!

Yeah!
in our
late,
great
TV
Series
called
"TAXI"!



ARTIST: ANGELO TORRES

WRITER: ARNIE KOGEN

Sure!! Anything you say! How's
THIS for subtle, Jock-Face?

Killa
is in
some
mood
today!

She
is one
crude,
tough
lady!

Yeah! I understand
that when she saw
"Terms of Endear-
ment," she rooted for the malignancy!

Okay, so what'll it
be today, Abnorm?

The usual, Coacher!

Right! Two minutes
of semi-cute, pre-
plot, verbal by-play
...COMIN' UP...!!



GIVE
HELP FIND
THE COORS
FOR THIS
DISEASE
PUNISHED

PUN
ISHES

Y'know,
I read
somewhere
that the
dolphin
is the
world's
smartest
fish!

It must
be true,
Coacher!
I never
heard of
a dolphin
failing an
S.A.T. exam!

So ... if the
dolphin is
the world's
smartest
fish, what's the
DUMBEST fish?

My vote goes to
the **DEEP-FRIED**
SHRIMP!!

Y'know ...
scientists
ALSO say
that the
dolphin is
SMARTER
than MAN!

Well,
I'm
not
so
sure
about
that!

Let's
ask
Sham!
See
what
HE
thinks!

Hey,
Sham,
are
dolphins
smarter
than
Man?

Well, the '72 Dolphins
were pretty smart! But
don't forget, that was
the year they had Jim
Kilk, Mercury Morris
and Larry Csonka!!

That settles
it! Yep, the
dolphin is
DEFINITELY
SMARTER
than THIS
man!!



G'me a beer!
I've got a
big problem!

What kind of
a problem?

Well, I invited my Boss to my house
for dinner tonight ... but my Wife
thought it was for tomorrow night
... and all we got is meatloaf ...
and my Boss is a strict vegetarian!

Choke! THAT's your problem!!!



What's eating
you, Sham...?
You're giving
the Happy Hour
a bad name!!

Yeah ...
You were
kinda
ROUGH on
that guy!

It's my love
life! Dyan and
I had WORDS
last night!

Big deal! Every
couple has words!
Yeah, but I didn't
understand hers!

Sham ...
can we
talk
about
our date
last
night?

What about
last night?
As a reformed
alcoholic, you
made a giant
faux pas!

No, I didn't!
If I remember,
it was a large
Bloody Mary!
A faux pas is
a **MISTAKE!**

I guess I
DID
put too
much
Tabasco
Sauce
in it!!



I think it's time for another of our "woman-to-vegetable" talks, Sham!

Okay! What's on your mind?

It's obvious that our relationship is a transparent charade! We're from two different worlds! I'm uptown, you're downtown! I'm a college intellectual, you're a low-brow jock! I adore Shakespeare and John Cheever, you worship Whitey Ford and Nolan Ryan! I have super intelligence, and you have the IQ of a turtle! We are the most mis-matched pair in TV SitCom history!

So... ?? Bottom line!! What are you trying to say??

Bottom line?? You're a tall, handsome fum!! Let's get married!!

Hey, you're serious!!

Yes! I want a commitment from you... before this show gets so clever, it's cancelled!

Gee, Dyan... I'm not sure I could settle down! As an ex-ball player, I kinda LIKE the "Free Agent" rule!

Perhaps if I changed into SOMETHING FLIMSY!!



Okay... ! You went out, and you came back, and I'm still waiting! What's so FLIMSY??

The PREMISE!! You have 24 hours... or 2 MAD pages... to make up your mind! Marry me... or I'm quitting "BEERS"!!

Holy cow! What a dilemma! I LIKE Dyan, but I can't tie myself down! There are still 40 or 50 girls in New England that I haven't been to bed with!!

And I'M one of them!! Killah!! YOU!!? Are YOU coming on to me?

Why NOT?? Every OTHER chick in this series does!!

Hey, FORGET Dyan! That egghead broad is out of your league! But YOU and ME... we're STREET PEOPLE! We're TWO OF A KIND! We've both been KICKED AROUND! And we both SHAVE TWICE A DAY... !!



No way, Killah! You're laughs, but it would never work!!

Why not?! Is it because I look like a walking promo for the "Boston Zoo"?

Don't be dumb!

Is it because I've got the crudest mouth on TV, and even John McEnroe once found me crude and disgusting?!

No, don't be silly!

Okay... level with me! Is it because I've got a face that would stop an electric clock?

C'mon... !

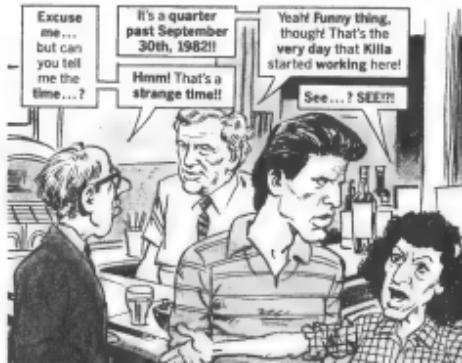
Excuse me... but can you tell me the time... ?

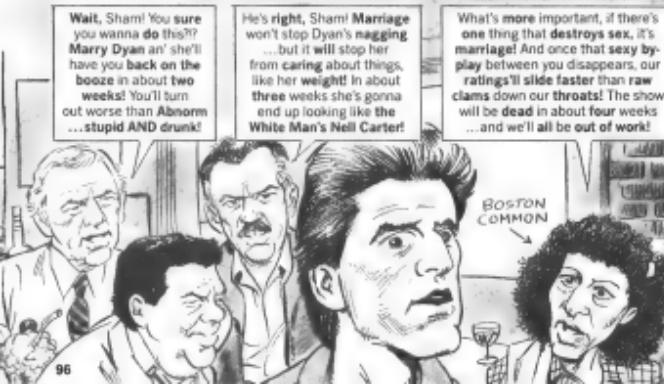
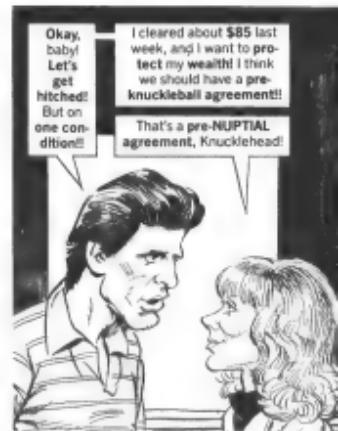
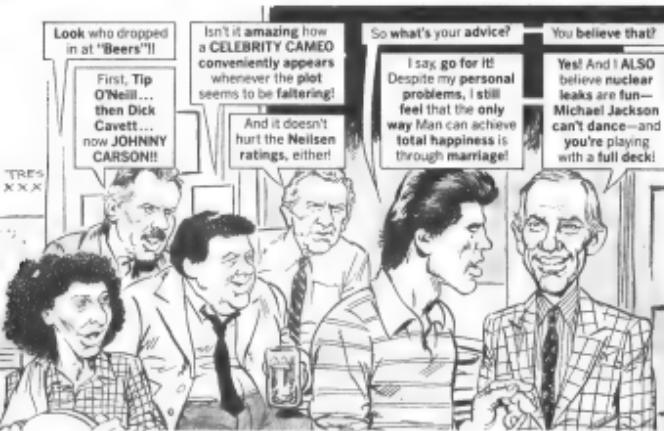
It's a quarter past September 30th, 1982!!

Hmm! That's a strange time!!

Yeah! Funny thing, thought that's the very day that Killah started working here!

See... ? SEE!!





WHAT
COMPETITIVE
RUSSIAN AND
JAPANESE
ENTERPRISE
THREATENS
TOTAL
ANNIHILATION?

HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN

For many years, the Russians and Japanese have been competing in one enterprise that threatens the world with total annihilation. To find out what this horrendous venture is, fold in page.



FOLD PAGE OVER LIKE THIS!

A►

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"

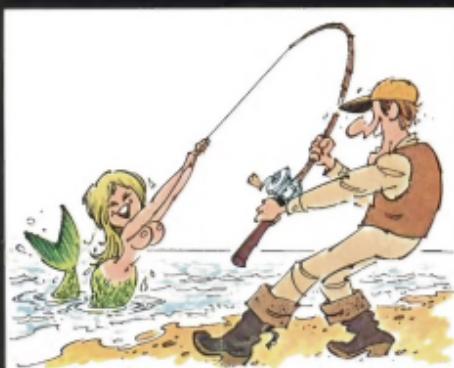


WHATEVER RUSSIA AND JAPAN ATTEMPT TO DO, THEIR STYLE
IS BOUND TO SHAKE THE WORLD. HOWEVER, IN ONE
KIND OF ENTERPRISE, THEIR ACTIVITY IS QUITE APPALLING

A►

◀B

A FISH TALE



WHAT
COMPETITIVE
RUSSIAN AND
JAPANESE
ENTERPRISE
THREATENS
TOTAL
ANNIHILATION?



FOLD PAGE OVER LINE THIS!

A ► B FOLD BACK SO "A" MEETS "B"



WHALE

ARTIST & WRITER:
AL JAFFEE

KILLING

A ► B

**WHAT IS
ALWAYS
THE MOVIE
INDUSTRY'S
GHASTLIEST
PRODUCTION?**



FOLD PAGE OVER LIKE THIS!

A+B FOLD BACK SO "A" MEETS "B"



THE
OSCAR
AWARD
SHOW!
A+B

ARTIST & WRITER:
AL JAFFEE